

The NATIONAL UNDERWRITER

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April 22, 1961

65th Year, No. 16

LIAMA Spring A&S Confab Draws 250 To The Windy City

**Anderson Elected Chairman
To Succeed G. W. DeGelleke;
Full Agenda Runs Two Days**

The 12th annual health insurance spring meeting of LIAMA was held at the Edgewater Beach Hotel, Chicago, Monday and Tuesday of this week. Approximately 250 persons attended. Theme of the meeting was "Keys To Modern Marketing of Health With Life Insurance."

Elected chairman of the A&S committee was Rex H. Anderson, marketing vice-president Life of North America, replacing G. Warren DeGelleke, director A&S sales New York Life. Named to the committee for three-year terms were William D. Bacon, superintendent of agencies John Hancock; Earl Clark, vice-president

(CONTINUED ON PAGE 22)

N. Y. Department To Hold Hearing On New Money Plan

NEW YORK—The New York department has notified companies licensed in the state that it will hold a hearing at 10 a.m. May 11 at the department's New York City office on a proposed change in regulation 33.

The change concerns the department's attitude toward the "new money" approach in group pensions. A number of insurers have wanted to pay interest on group annuity reserves on a basis that would reflect rates prevailing at the time an employer paid his annuity considerations. Last December the department wrote the companies saying it appeared that this would be incompatible with regulation 33 but that a hearing would be held in the spring.

The proposed regulation indicates that the department recognizes the validity of the "new money" approach, although it is not clear whether the regulation, as proposed, would as a practical matter permit the companies to do what they want to. However, it is hoped that as a result of the hearing a way will be worked out to permit the use of the "new money" plan. It is important to the insurers because their chief competitors, the trust companies, automatically reflect current interest rates in what they take in as payments for trusted plans.

Insurance in force in Texas of do-

(CONTINUED ON PAGE 6)

Fail To Name Successor To Schriver At NALU Midyear

By WILLIAM MACFARLANE

FORT LAUDERDALE, FLA.—The naming of a successor to Executive Vice-president Lester O. Schriver, the event which everyone here at NALU's midyear expected to take place before the meeting drew to a close on Thursday, has been postponed. Authoritative sources, including President William E. North, told THE NATIONAL UNDERWRITER that the name of the man selected to fill the shoes of Mr. Schriver, who in December retires from the post he has occupied for eight years, will not be released by the trustees until some time during the week after the midyear meeting—at the earliest.

As late as Monday, the rumor was that the special selection committee headed by Frank G. McNamara, Old Line Life, Waukesha, Wis., had narrowed down its choice to two men, one from within the life insurance business, the other an outsider. A day

later, it was learned from extremely reliable sources that the choice had been narrowed even further, to one man. On Wednesday the trustees met, after which it was believed Mr. Schriver's successor would be officially signed up and his name released to the press and the industry. But it didn't happen that way. As this issue went to press, neither the trustees nor members of the selection committee would explain for publication why the naming of Mr. Schriver's successor was being held up.

As for other important action taken by NALU during this meeting, it is traditional that although a lot of hard association business is accomplished at the midyear, much of it consists of setting the stage for the annual. This midyear meeting would seem to have been no exception, with a good part of NALU's decision-making being put off to the annual meeting in Denver.

For example, the social security committee, in its amended report, recommended that the trustees appropriate \$2,500 for the purpose of studying the misuse of insurance terminology in the social security system. The report was accepted by the National Council as amended, which has the effect of granting the appropriation for the study—a decision which could have far-reaching implications for the insurance industry.

Earlier in the week, at a meeting of the social security committee, Chairman Albert C. Adams, retired general agent of John Hancock at Philadelphia, said that the committee would like to recommend that NALU institute legal action against the United States government, specifically to enjoin the Department of Health, Education & Wel-

Life Insurers Conference Holds Annual In Fla.

**Phillips New President;
Administration Reports
LIC Affairs In Good Order**

By GEORGE E. WOHLGEMUTH
Editor The Life Insurer

BAL HARBOUR, Fla.—Speakers at the 51st annual meeting of Life Insurers Conference presented stimulating discussions of domestic and international problems as well as some ma-

New officers: Charles E. Phillips, president Equitable Life, D. C., president; William R. Lathrop Jr., president Southern Life & Health, 1st vice-president; Guilford Dudley Jr., president Life & Casualty, 2nd vice-president, and Dan C. Williams, president Southland Life, secretary.

New members of the executive committee elected for three year terms: F. M. Hipp, Liberty Life, S. C.; Edley Hixson, Magnolia Life, and J. M. Bates, Home Security Life. R. Howard Dobbs Jr., Life of Georgia, retiring president, automatically becomes a member of the committee for one year.

for industry issues causing concern to life insurance management. The program drew a large cross-section of the membership, with 358 representatives of 78 member companies and their guests in attendance.

The state of the conference is good.
(CONTINUED ON PAGE 26)

TEX. LIFE CONVENTION Insurer Executives Get Progress Report On Industry In Tex.

A progress report on the Texas life insurance industry over the past de-



Don C. Williams

James R. Wood

cade was presented by Jewel S. Jones, president of Southwest American Life, at a meeting of the senior section of Texas Life Convention at San Antonio. He touched upon the bright spots but noted that the picture is clouded in part by problems that are still to be overcome.

Mr. Jones, who is also head of Texas Legal Reserve Officials Assn., said: "Our growth charts are impressive, our regulation is stable, our fly-by-nights have flown, and we have two life associations working at looking after the interests of the industry."

However, a closer look at the growth statistics reveals that foreign insurers are "capturing more and more Texas business in our own backyards," he said. Of the \$6 billion of new business in Texas in 1959, domestic companies wrote 46.6%. The Texas companies' share of 1959 new business in the state decreased 1.5% from 1958.

Insurance in force in Texas of do-

(CONTINUED ON PAGE 6)



Members of the Fort Lauderdale association, among those who helped organize the midyear meeting of NALU, are from left: Hal B. Armentrout Jr., Provident Mutual, president of Broward County Life Underwriters Assn.; Elsie Doyle, Union Central Life, midyear general convention chairman; Lew Thomas, Prudential, hospitality chairman, and George A. Corkum, Union Central Life, publicity chairman for the midyear meeting.

HOLUA ANNUAL MEETING

Tells How London Life Sells Ordinary, Monthly, Weekly Debit At Same Premium

The experience of a life insurance company which uses the same underwriting basis and the same basic premium rates for three types of policies—ordinary, monthly and weekly debit—was described at the annual meeting of Home Office Life Underwriters Assn. at White Sulphur Springs, W. Va.

James A. Campbell, who recently retired as vice-president and chief

NALU Named Recipient Of American Heritage Award

WASHINGTON—NALU has been selected as recipient of an American Heritage Foundation outstanding citizenship award for its education program encouraging informed voting and responsible political participation.

The award, an aged parchment reproduction of the Gettysburg address in President Lincoln's handwriting, bears an inscription citing NALU for outstanding citizenship.

NALU previously was given major awards by the foundation in 1952 and 1956 for outstanding performance in the national non-partisan register and vote campaigns conducted in those presidential election years.

SEC Eases Rule For VA Insurer

WASHINGTON—Securities & Exchange Commission has issued an order under the investment company act of 1940 permitting Variable Annuity Life of Washington, D. C., "to make loans and advances to affiliated persons and principal underwriters for special purposes related to the furtherance of VALIC's business." The exemption was needed to permit the usual field financial procedures.

United American Life and California-Western States Life have been added to the membership of Institute of Home Office Underwriters.

Stocks

By H. W. Cornelius of Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, April 18, 1961

Bid Asked

	Bid	Asked
Aetna Life	108 1/2	110
American General	42 1/2	44 1/2
Beneficial Standard	25	26 1/2
Business Men's Assurance	54	56
Cal-Western States	58	60
Commonwealth Life	34	35 1/4
Connecticut General	211	215
Continental Assurance	244	248
Franklin Life	107	109
Great Southern Life	79	82
Gulf Life	26 1/2	27 1/2
Jefferson Standard	55	57
Liberty National Life	51	53
Life & Casualty	19 1/2	20 1/2
Life of Virginia	80	83
Lincoln National Life	110	114
National L. & A.	140	144
North American, Ill.	17	18
Ohio State Life	40	42 1/2
Old Line Life	66	68
Old Republic Life	21	22 1/4
Republic National Life	47	49
Southland Life	96	100
Southwestern Life	79	81
Travelers	121	124
United, Ill.	45	47
U. S. Life	69	71
Washington National	57	60
Wisconsin National Life	30	33

Program participants and their hosts at the annual sales congress of Chicago Assn. of Life Underwriters. Top, from left: John D. Moynahan, Metropolitan manager, Berwyn, Ill., and Karl H. Kreder, vice-president Metropolitan; Rex D. Talmage, district agent Northwestern Mutual Life (Dan A. Kaufman Co., Evanston, Ill.) William P. Walsh, Equitable Society manager, Fargo, N.D., and Lewellyn Owens, Equitable Society manager, Chicago.

Bottom: R. Earl Denman, Pacific Mutual Life manager, Cincinnati, and Earle S. Rappaport, Pacific Mutual Life manager, Chicago; Benjamin N. Woodson, president American General Life, and Oliver R. Aspren Jr., president Aspren agency, Ohio National Life, and president Chicago Assn. of Life Underwriters, and William L. McKechnie, Northwestern Mutual Life, co-chairman of the meeting and 1st vice-president of the Chicago association. Story on page 8.

Continental Assur. Names Four Officers

Peter Hondorp and Thomas C. Laughlin have been elected vice-



Peter Hondorp



Thomas Laughlin

Radio Show That H Term Fan Hears Life Company President

NEW YORK—The Galen Drake show on WOR, New York, which a few weeks ago let a strongly built term-and-invest-the-difference broker have his say, recently had as its guest President Victor Whitehorn of Eastern Life of New York. The program broadcast in 13 eastern states.

The half hour discussion covered subjects ranging from whether life insurance contracts were purpose-made confusing by complicated language and fine print, to whether insurance companies offered the insuring public a fair return on investment.

One question was whether life insurance premiums "place a penalty on you just for living." Mr. Whitehorn said the same thing could be said about any form of insurance:

"You can buy fire insurance and fire to the house, and the fire insurance company will be out some money. Or, you could buy accident insurance and then break a leg. But, the one thing you get from life insurance, no matter how long you live and no matter how many premiums you pay, peace of mind. That to me is one of the most valuable things any person can purchase, and to a certain extent that's what we have for sale."

Asks About 'Fine Print'

The program's producer, Jay Johnson, then said it is the "fine print that keeps millions of lawyers in business."

Mr. Whitehorn answered, "In view of the multi-billion dollar volume of life insurance that is paid every year to beneficiaries and to the insured at maturity, the number of cases that reach the courts is so slight as to be negligible."

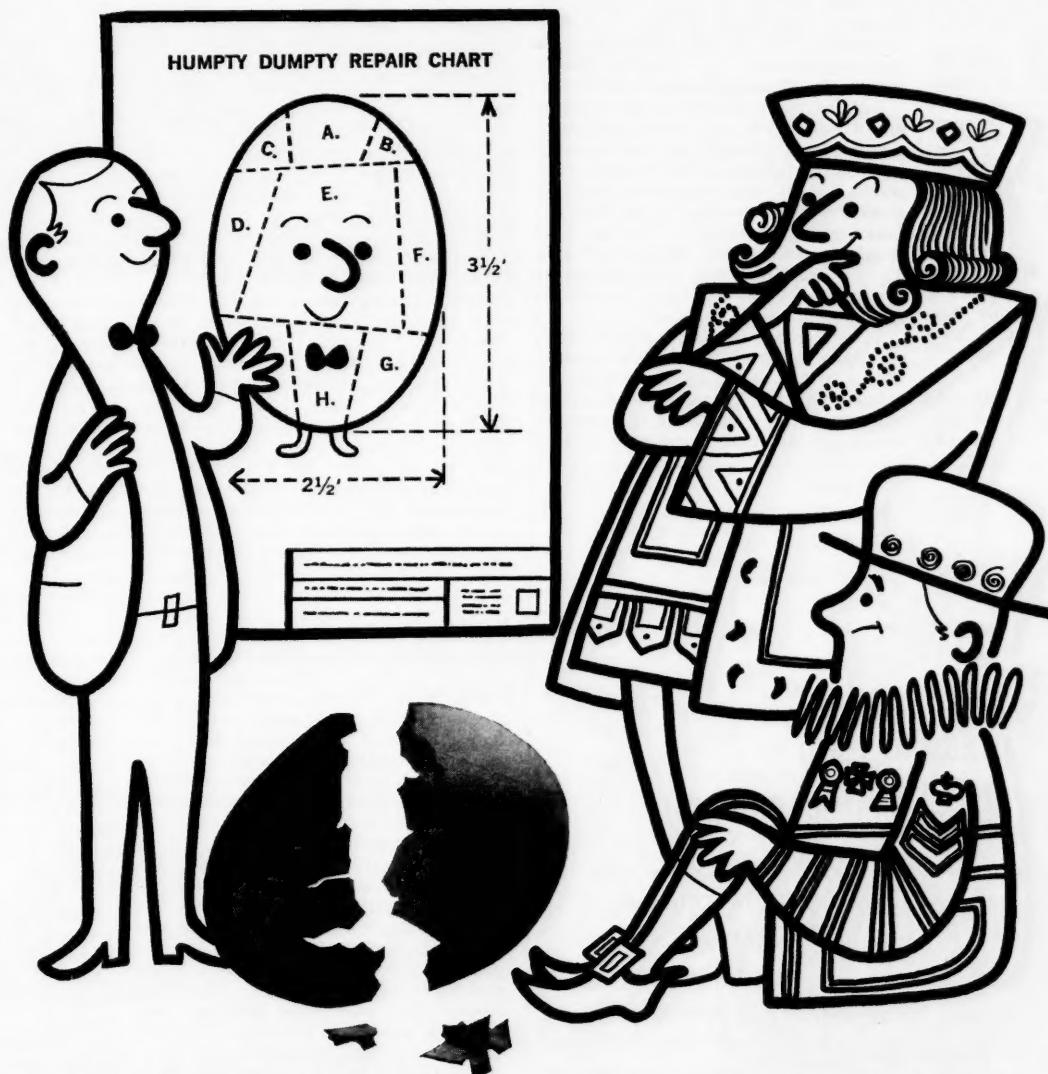
He went on to say that "insurance companies go to court only in extreme cases. They are so anxious to obtain the good will of the insuring public that it makes poor sense to contest a claim that you can possibly pay. The insurance company goes to court only if it feels that in conscience it cannot possibly pay."

On the subject of mutual funds other investments as opposed to life insurance, Mr. Whitehorn noted that "life insurance is the bread and butter of anybody's financial portfolio. It is sound, it is stable, it is guaranteed under all conditions. In times of emergency it is there regardless of all else."

He added that "bread and butter alone can become pretty monotonous. If you can afford more than that, after you have provided a sufficient amount of insurance, use your remaining assets to invest in other forms. Unfortunately, there are many, many families that cannot do this. Mutual funds, however, do not insure your life. Only life insurance will perform that highly important and exclusive service."

Six Nominees Running For Three D. C. Association Directorships

District of Columbia Life Underwriters Assn. has nominated six members to run in the May election for association director. Only three directorships are open. The nominees are Mary Fort, Franklin Life; William Goldenzweig, Lincoln National Life; Donald E. Hall, Penn Mutual Life; Oliver J. Judge, Mutual Benefit Life; Chester H. Miller, Massachusetts Mutual, and David F. Oyster, New York Life.



..All the King's horses and all the King's men
Couldn't put Humpty together again
A royal mix-up, indeed. Especially if
Humpty's insurance man didn't protect him
with Accident insurance. For a serious accident
can drain even a royal treasury.
Make sure your prospects and clients have
Accident insurance.
Travelers field men are ready to help you

dramatize the need, wrap up the sale. Travelers claim people—4,310 of them—are ready to service claims, quickly and efficiently.

The Travelers has a wealth of experience. It was the first to write an Accident policy in America. Since then—1864—The Travelers has kept pace with changing times, changing needs. Today, they offer a full array of Accident, Sickness and Hospitalization contracts.

See the nearest Travelers Manager or General Agent for details on all forms of Travelers Health insurance.



THE TRAVELERS Insurance Companies

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CONNECTICUT

Can A Variable Annuity Avoid Insurance Laws?

By ROBERT B. MITCHELL

Can the elimination of all guarantees and anything else in the nature of insurance get a variable annuity out from under the insurance laws?

Long a matter of mild academic interest to a limited number of people in the life insurance and mutual funds businesses, that question has become a hot and practical one with the announcement last week of a variable annuity aimed at keeping its issuer under the sole supervision of the Securities & Exchange Commission and the state securities departments and giving the insurance departments no basis for claiming jurisdiction. The issuer will be United Variable Annuities Fund Inc., which filed a registration statement with SEC for the sale of \$25 million of stock.

The fund's executive vice-president George E. Johnson, variable annuities pioneer, is confident that the annuity

contract will give the insurance commissioners nothing on which to base a claim that the contracts are insurance and subject to departmental regulation. Since no solvency question can arise, there is nothing about which the departments can concern themselves, Mr. Johnson feels.

But there are others in the variable annuity field who are not so confident. One of them pointed out that a while back a prominent stock broker firm wrote to all the insurance commissioners asking whether a variable annuity option attached to a mutual fund would violate state insurance laws. They all said it would, even though no guarantees of any kind were contained in the option.

The basis for believing that in spite of these opinions a variable annuity option can be written that will not tangle with the insurance laws is that the pay-out provision merely uses the mortality tables as a measure of how

the number of "units" the annuitant has to his credit shall be paid out. There are no dollar guarantees, hence a guarantee of payment of a specified number of units merely involves payments in terms of whatever the units happen to be worth at time of payment.

Which Form Will Predominate?

Assuming that a variable annuity completely lacking in guarantees or other insurance features is held to be not subject to state insurance jurisdiction, the next big question is, Will this form of variable annuity become the dominant one, or will the guarantee features of some other variable annuities make them the more popular type? There is a good deal of speculation about this.

One school of thought is that life companies issuing variable annuities, along with variable annuity specialty companies organized along life insurance lines, will probably stick with guarantees of mortality and expense rates, while mutual funds wanting to jump into the variable annuity arena will probably prefer to use the non-guaranteed variety and stay out insurance departments' jurisdictions. This would seem like a logical outcome, since mutual funds are not guaranteed and people who buy them would presumably not be troubled by the absence of guarantees in the variable annuity options offered by the investment companies.

What Guarantees Mean

Of course, in no kind of variable annuity is the actual return guaranteed. What an expense guarantee means is that if expenses exceed the figure assumed in the rate, the company and not the annuitant suffers. Similarly, a mortality guarantee means that if annuitants live longer than was assumed in calculating the pay-out amounts, these pay-outs will not be diminished on that account but the loss will be borne by the company. Thus, the variability of a variable annuity having guaranteed expense and mortality factors is confined to the yield on the investments on which the annuity contract is based. The New Jersey insurance law requires that variable annuities guarantee the expense and mortality factors.

The United Variable Annuities Fund prospectus goes into considerable detail in describing its proposed variable, non-guaranteed annuity. The prospectus states that a United Variable Annuities Trust contract is an agreement between the Commerce Trust Co. of Kansas City as trustee of the United Variable Annuities Trust, (2) United Variable Annuities Management Corp., as depositor of the United Variable Annuities Trust and (3) the investor, referred to as the annuitant.

The United Variable Annuities Trust is a unit investment trust as defined by the investment company act of 1940 and is created by the contracts and a trust agreement between the depositor

and trustee designed to effectuate provisions of the contracts. The trust is registered as a unit investment trust under the investment company act of 1940. Such registration does not involve supervision of the management of the trust or its investment practices or policies.

The assets of the trust will be invested exclusively in fund shares. The trustee may substitute shares of other open-end investment company, the investment medium of the trust (such substitution to be made as fund shares already purchased and to be purchased, or only as to fund shares to be purchased), provided that the annuitant not receiving a life annuity shall first have been sent a reasonable description of the shares proposed to be selected and a written notice unless he surrenders his contract to the trustee for termination within 60 days of the date of such notice he will be conclusively deemed to have authorized and directed the substitution of such other shares and to have agreed to bear his pro rata share of the actual expenses, including tax liability, incurred by the trustee and depositor in connection therewith.

Two Separate Book Accounts

The trustee will maintain two separate internal book accounts: (1) an excess of \$2,500 cumulation account, made up of a portion of the trust's total net assets, payment allocated to annuitants in the accumulation, or pay-in, period, and (2) a separate annuity account, made up of the pouch units at the time of the trust's total net assets, but the located to annuitants in the annuity valid selection or pay-out, period. The total of the two accounts constitutes the aggregate net assets of the trust.

The interests of annuitants in the trust during the pay-in period are expressed in terms of accumulation units and during the pay-out period in terms of annuity units (except with respect to annuitants receiving term annuities).

A fixed number of annuity units which will be used to measure the amount of each monthly life annuity payment, is allocated to an annuitant at the time he begins to receive annuity benefits. This number of annuity units will remain constant throughout his lifetime but the value of the annuity units will vary in accordance with the investment experience of the trust, the expenses of operating the trust, and the mortality experience of all annuitants receiving variable life annuity benefits. In a variable annuity with expense and mortality guarantees, the value of the annuity units would vary only in accordance with the investment experience of the fund.

Life annuity options available are straight annuity, life annuity with 10 years certain or 20 years certain, and a last survivor annuity continuing either in full or in half to the surviving annuitant. Term annuities are available for one to 30 years. If the annuitant dies before the end of the



Decreasing Term With All The Advantages

Not just a few, but all the advantages come with Occidental's Income Protection Plan. This plan, best selling one in our ratebook, provides:

FLEXIBILITY: May be written for any period from 10 to 50 years. Issued as policy or rider. Payable as monthly income or in a lump sum.

CONVERTIBILITY: All the way to age 65 for full amount then at risk. No evidence of insurability required.

LOW COST: At age 30, a yearly premium of \$150.25 will buy \$250 a month for 20 years from date of issue; \$47,400 initial commuted value.

EXTRA FEATURES: We'll add disability income and accident indemnity clauses, and issue it substandard.

TOP COMMISSIONS: When the initial amount is \$20,000 or more, we pay our top commissions! (Average size policy last year — \$26,007.)

Each of these advantages is important. Occidental's Income Protection Plan offers them all!

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Insurance Company of California

Home Office: Los Angeles / Earl Clark, C.L.U., Vice President

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We pay Lifetime Renewals... they last as long as you do!



COULD IT BE TRUE?

A Connecticut Life Insurance Company offering up to 103% first year commission—it sure is! We also pay another 45% in renewals over the next six years. If you want more information on how to step up to your own Agency, contact—David G. Hunting, C.L.U., Agency Vice-President.

SECURITY-CONNECTICUT LIFE INSURANCE COMPANY
174 Whitney Avenue • New Haven 5, Conn.

electuate attending the NALU midyear meeting at Fort Lauderdale, Fla., from left: management, Edward T. Smith, residential, Cranston, R. I., immediate past president General Agents Managers Company; Mrs. R. L. Dillon, wife of made as NALU vice-president who is president of Business Men's Assurance at Abilene, reasonable, and William proposed Hendley Jr., notice of New contract work, Columbia, within C. immediate vice he is president of NALU.



term period, his estate may have paid agreements continued to it for the balance of the term or may elect to receive the tax based current value of his contract in a lump sum.

If the net asset value of accumulation units credited to the annuitant's account on the seventh business day prior to the annuity starting date is (1) an less than \$2,500, settlement will be up to date automatically in one lump sum net asset payment and all rights of the annuitant under his contract will (2) therupon terminate. If the value of the pouch units at that time is \$2,500 or assets more but the annuitant has not made a valid selection of an option by the 6th day prior to the annuity starting date will be deferred month by month until a valid selection is made period the annuitant reaches age 81. If a

valid selection has not been made prior to his age 81, the value of his accumulation units at that time will be paid to him or his estate in a lump sum cash payment and all his rights under the contract shall terminate.

Starting At \$10 Per Unit

Initially the net asset value of annuity units will be fixed at \$10 per unit. Thereafter the net asset value will be determined as of the close of business seven days prior to each life annuity payment date by dividing the total net asset value at such time of the annuity account by the aggregate number of annuity units then calculated as required to make all current and future life annuity payments.

Such aggregate number of annuity units will be the sum of the products obtained by multiplying the fixed



CHANGING TO THE 1958 CSO TABLE?

BOWLES, ANDREWS & TOWNE has available:

- Non-forfeiture values, 2 1/2% and 3%, minimum first 5 years graded into CRVM reserves end of 15 years. CRVM and Net Level reserves, for most standard and some special plans.
- Electronic computing facilities (both Burroughs 220 and IBM 607) for calculating: non-forfeiture values, asset shares, reserves, gross premiums, dividends.
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Portland, Maine	Dallas 6, Texas	Miami 32, Florida

number of annuity units specified in each endorsement to a contract then in effect by an appropriate present value factor. This factor is a figure which represents the present value (derived from the mortality table and assumed accumulation rate in use by the trust) of an annuity calling for the payment of one unit per month for life, taking into account the sex, the age of the annuitant at that time and the optional method of settlement selected by him.

All Share Ratably In Risks

All annuitants, whether in the accumulation or annuity period, share ratably in the risk of gain or loss arising from fluctuations in (a) the value of fund shares held in the trust portfolio, (b) earnings on such shares, and (c) expenses of operating the trust not covered by service fees. As to these risks there is complete mutuality at all times among all annuitants. In addition, annuitants in the annuity period share mutually the risk of gain or loss arising from the combined mortality experience of all such annuitants. Neither the trustee, the depositor nor the fund make any guar-

antees with respect to any of the risk factors mentioned above nor as to the value at any time of the accumulation units, the annuity units or the underlying share of the fund.

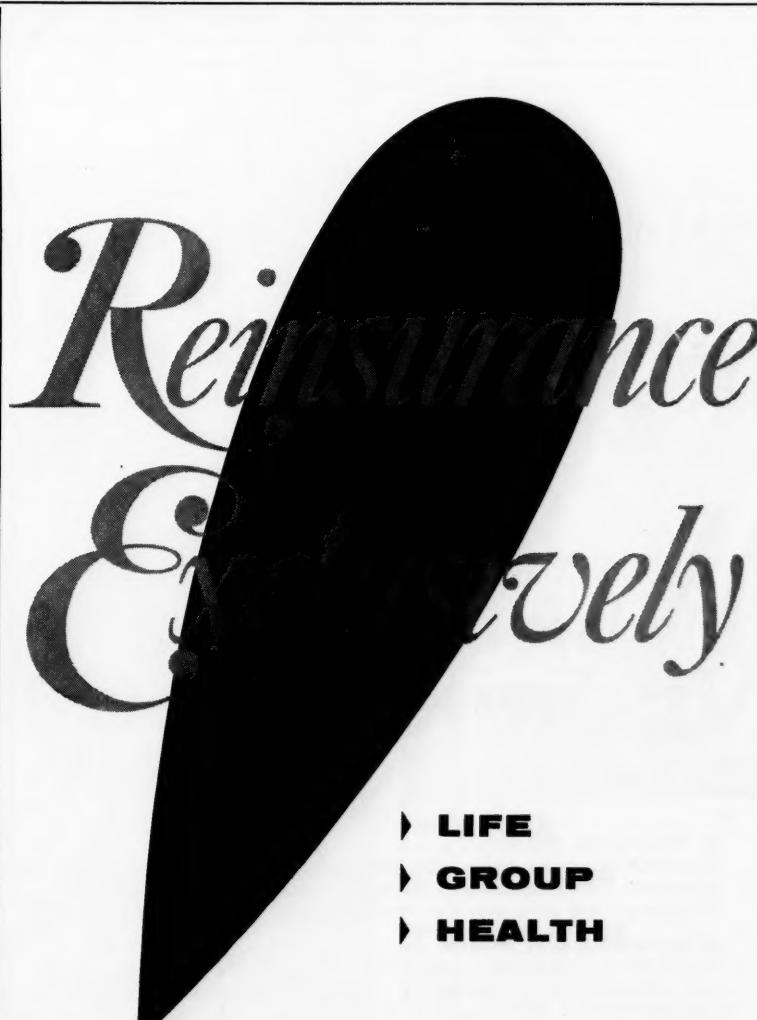
N.Y. Cuts Some Group Minimums

ALBANY—Gov. Rockefeller has signed into law an amendment to the insurance law reducing the permissible minimum number of lives in employer-employee trusteed pension plans involving two or more employers and one or more labor unions from 100 to 25.

Week To Honor Girl Friday

Secretaries Week, co-sponsored by National Secretaries Assn. and Office Equipment Manufacturers Institute, will be observed April 23-29. "Better Secretaries Mean Better Business" will be the theme of the week.

United Services Life has declared a stock dividend of 33 1/3%, payable May 26 to stockholders of record May 12, and a semi-annual dividend of 10 cents per share on 600,000 shares outstanding, payable April 28 to stockholders of record April 24.



**NORTH AMERICAN
REASSURANCE COMPANY**

161 East 42nd Street, New York 17, New York

Regional Offices

230 North Michigan Ave., Chicago 1, Ill.

1509 Main Street, Dallas 1, Texas

400 Montgomery St., San Francisco 4, Calif.

Insurance Executives Get Progress Report

(CONTINUED FROM PAGE 1)

mestic insurers has increased 8.2%, but out-of-state companies have enjoyed a 9.8% increase in insurance in force from Texas policyholders.

"Most discouraging of all are the comparisons in number of policies sold he declared. Texas companies had 4.5 million Texas policies in force at the end of 1959, a 7.7% increase over 1950. Foreign insurers, however, had 4.9 million policies on Texans, a gain of 37%.

The comparison of Mr. Jones that was encouraging to Texans was that of health insurance premium income: From 1950 to 1959, domestic companies gained 12.8% in all states, while foreign insurers dropped 2%.

In the legislative field, Mr. Jones said much has been accomplished in the way of constructive laws. However, the life associations had failed to obtain passage of a bill which would allow life companies to invest 5% of their assets in income-bearing real estate.

"As for taxes, we have had unending harassment, both in Austin and Washington. No need to rehash here the federal life company income tax act of 1959 and the 50% increase it imposed on the industry. Perhaps one of its worst features is that it is so complicated that we find it almost im-

possible to show where and how it is unfair," he said.

In the Texas legislature, there is a bill to raise the state premium tax as much as four times the present rate. It is so preposterous that one is inclined to treat it as a joke, he said, "but to my mind the proposal of a tax up to 16.5% on the savings of Texas policyholders is a poor joke."

Some progress has been made to achieve rapport between agents and companies, he reported, but the gulf between the agent and company view still looms large.

"Agents are more numerous and have more direct and frequent access to the public than company officials. They are the main communicators for the whole industry, but do most agents understand the goals and problems of the whole industry or just the problems and goals of agents?" he asked. "This is a challenge to us in our training program."

Mr. Jones suggested that those life men who honestly think the industry enjoys the understanding, esteem and appreciation of any large segment of the public submit a test to the first 10 people they meet on the street. The examination statements would be:

—Insurance companies can afford to be soaked for more taxes, because

they make millions of dollars every year. True or false?

—Texas companies are as good as those from eastern states. True or false?

—You can trust insurance companies to do what is right. True or false? "I don't think the answers you would get would make you too happy," he told his listeners. "These are some of the unsolved problems we too often choose to ignore. They are our dangerous problems. They are not solely big company problems. They are industry problems."

Dan C. Williams, president of Southland Life, was elected president of the senior section, succeeding James R. Wood, Southwestern Life. Benjamin N. Woodson, American General, became vice-president, and H. Lewis Rietz, Great Southern Life, is secretary-treasurer.

Stanley W. Cole, Government Personnel Mutual, was advanced to the helm of the agency section. Others of officers are E. E. Sammons, United Fidelity Life, vice-chairman, and Hollis L. Manly, Commercial & Industrial Life, secretary.

The associate section elected Donald Stubblefield, Southwestern Life, chairman; David P. Chamberlain, Great American Reserve, vice-chairman; John W. Knight, American General, secretary; and George M. Mitchell, Pioneer American, assistant secretary.

Other speakers on the program were Robert W. Strain of the Texas board of insurance; Harold Clark, director of economics Columbia University; William C. Finch, president of Southwestern University; Martin E. Goland, president of Southwestern Research Institute of San Antonio; Maj. Gen. Otis A. Benson Jr., USAF, commander of the Aerospace Medical Center; H. Arthur Littell, vice-president of South Coast Life; and A. D. Carter, Houston investment banker.

J. Owen Stalson Bu

Eastern Underwriter

NEW YORK—In a change of own-

ship of the Eastern Underwriter,

which has been published here since 1907, the stock ownership interests of Clarence Axman, presi-

dent, treasurer and editor, and William L. Hadley, vice-president, secretary and general manager, have been sold to J.

Owen Stalson, management consultant in the insurance field, who becomes publisher of the Eastern Underwriter.

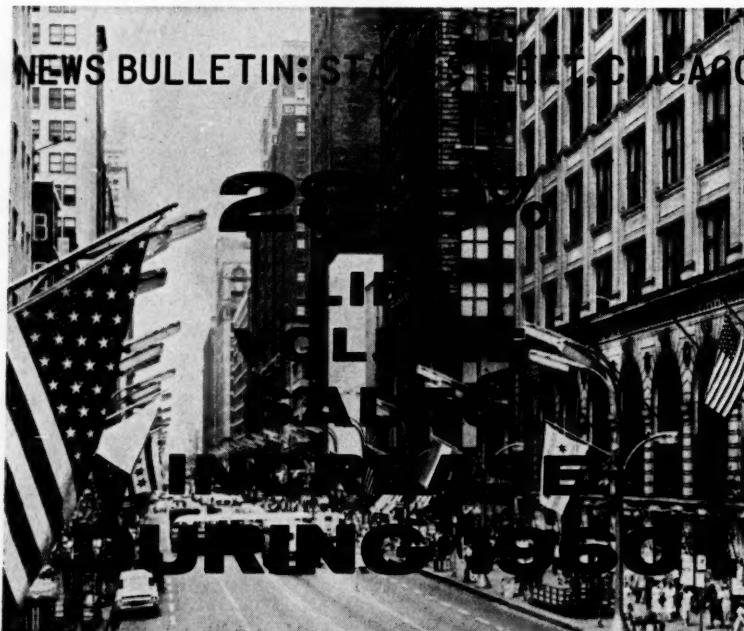
No changes in the Eastern Underwriter's editorial policies are contemplated, and the present editorial staff will continue with the paper under the editorship of Mr. Axman, who has held this position since 1913.

Active In Consulting Work

The Eastern Underwriter's new publisher has been active in the field of management consulting, investment banking and insurance education. He is director of the School of Insurance Administration at Greenwich, Conn., and in the last decade has conducted 14 seminars for executives of life companies. The faculties for these seminars have been recruited from the graduate schools of business of Harvard and Columbia universities and from insurance company executives. The seminars have been conducted at Columbia University, the Lake Placid (N. Y.) Club and Savannah, Ga.

A graduate of University of Minnesota, Mr. Stalson holds a master of business administration degree from Harvard Business School and a doctor of commercial science degree from the school. He has served in the life field as an agent and general agent and is the author of a definitive history of the life insurance business in America.

Besides Mr. Axman, the Eastern Underwriter editorial staff includes Jerome Philp, managing editor, Ann Marie Miller, assistant managing editor; three associate editors—Wallace L. Clapp, casualty insurance and vice-president of the Eastern Underwriter Co., Edwin N. Eager, fire and marine, and Oliver J. Jones, life insurance. Sidney S. Whipple is assistant casualty editor and G. Marguerite Samuels is editorial assistant.



A Record Year...

Shooting sky-high above the industry average in sales, North American Life established a record increase of 28.9% life volume in sales during 1960 over the previous year.

A Significant Mark...

Our 1960 record becomes more significant with the realization that our company has provided life insurance coverages for 54 years, and is presently doing business in thirty states. During the last six years our growth has increased a remarkable 162%.

You Can Grow With Us...

Our pace-setting tempo didn't just happen, it was planned. Planned and built by men like yourself. North American's growth program is gaining momentum and is presently searching for qualified men. Why not inquire in strict confidence today? Direct your inquiry to Ronald D. Rogers, CLU, Vice-President and Director of Agencies.

"Country's Friendliest Company"
NORTH AMERICAN LIFE
Insurance Company OF CHICAGO

North American Building

Chicago 3, Illinois



The Minuteman

Symbol of Success
to a fast-growing group
of General Agents

Old Republic

LIFE INSURANCE COMPANY
CHICAGO 1, ILLINOIS

THE
EQUITABLE LIFE
OF BOB TIFFANY
IN
ABILENE,
TEXAS



Robert J. Tiffany, CLU., a million-dollar producer in an area of 90,000, has an accomplished family, too. Billy, 15, is varsity tackle at Cooper High. Jerry, 17, is varsity catcher at Abilene High. Julie, 8, and mother Clarine are accom-

plished pianists. Although Bob works out of the Martin Agency in Fort Worth, his heart belongs to Abilene. He was Committee Chairman of Abilene's recent Diamond Jubilee. And also served as Director in the Chamber of Commerce.



He teaches the adult couples class at First Presbyterian Church, where the whole family sings in the choir.

Oil Man: For ten years Bob served as Sec'y-Treas. of West Central Texas Oil and Gas Association. J. C. Hunter, Jr. (center) and Jim Lauderdale are past-presidents.



Also is chairman of Annual Estate Planning Conference—as he has been since 1957 when it began. With him are R. L. McMillon, V. P. of NALU; Dr. Davis W. Gregg, Pres. of American College of Life Underwriters, and Dr. Arthur E. Upgren, economist.



And he sandwiches a lot of selling in between his civic activities. Here he hands his potent signature-pen to Ben Barbee, Division President of Anderson-Clayton Co.



Served on City Commission for two years. Here, as chairman of a Chamber of Commerce committee, he talks to Tom Leeth, left, executive of U.S. Time Corp.; Briggs Todd, Pres. of First State Bank; and E. A. Wells, Superintendent of Schools.

A Man's Prestige somehow goes hand in hand with the prestige of the company he represents. This is why Bob is proud to be a life underwriter for Equitable. It's a full life. And a rewarding one. **Living Insurance Is more than a need** ...it is a career!

THE EQUITABLE

Life Assurance Society of the United States
Home Office: 393 Seventh Ave., New York 1, N.Y.

Tune in The Equitable's **OUR AMERICAN HERITAGE**, Saturday, April 22 & May 13, NBC-TV



PERMANENT ATTACHMENT?

Hardly. Shackles never were a substitute for employee loyalty. ■ Now, suppose you go to a doctor, a lawyer —your client—any employer with a limited staff or only a single employee. Show him "loyalty" packaged the Provident Mutual way in a plan designed especially for his employee . . . a plan called Pension Special. ■ This one's just naturally a loyalty builder. It rewards a faithful employee by continuing to build in value year after year. Always remains distinctly apart from any other forms of compensation, too! ■ What's more, the Pension Special is a big morale booster! Sparks job interest, makes for a healthier employee attitude . . . creates that permanent attachment. ■ For your client, Provident Mutual provides special material to ease installation of the Pension Special. This is a plus that gives you a solid sales assist. ■ **Pension Special. Makes good business sense—for your client—for you too.**

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY OF PHILADELPHIA



Hartford Group Is Merging A&S Units; Two Are Advanced

Hartford Fire group is forming a new department by combining the separate A&S divisions for individual coverage now maintained by Hartford Accident and Hartford Life. The group coverage divisions were combined in 1960.

Thomas M. Meredith has been named manager, and Neil J. Brown assistant manager of the new unit. Both have been elected secretaries of

the health department of Hartford Life and will continue as assistant secretaries of Hartford Accident. Christopher F. Lee, second vice-president of Hartford Life, who has been with the individual A&S unit of that company, will transfer to the sales department with responsibility for promoting these policies.

The provisions of the individual policies of Hartford Accident and Hartford Life are being brought into line and studies are being made for development of new covers. Hartford group contemplates establishment of

underwriting departments in each departmental office for underwriting of individual A&S. Claim service for the new health unit at the home office is being handled in the field.

Writes \$30 Million In Campaign

Woodmen of the World, Omaha, wrote \$30,764,798 of new business on 10,000 applicants during the 61-day "President Sims Special Appreciation Campaign." This exceeded the goal by \$5,764,798. South Carolina led the states with 708 new members and \$1,943,015 in sales.

At Kansas City Life and in his Community the agent is Key Man.



least one application every week for more than eight and one-half years.



KANSAS CITY LIFE

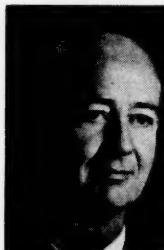
Home Office / Broadway at Armour / Kansas City, Missouri

INSURANCE COMPANY

Represented in 41 States and the District of Columbia

Occidental Of California Names Gillespie, Hankin To Head New Division

Occidental of California has established an underwriting and a claims



Claud S. Gillespie



C. Donald Hankin

division and has appointed Claud S. Gillespie vice-president of underwriting and C. Donald Hankin 2nd vice-president in charge of claims.

Anthony E. Meehl, assistant vice-president, succeeds Mr. Gillespie as secretary.

In the actuarial division, Harold E. Crandall has been advanced from as



Harold E. Crandall



Anthony E. Meehl

ciate actuary to 2nd vice-president and associate actuary, and Jackson C. Brownson from assistant secretary to assistant vice-president.

After five years with Northwestern National, Mr. Gillespie joined Occidental in 1937. He became assistant vice-president in 1953 and secretary in 1957.

Mr. Hankin entered the business in 1933 with Mutual of New York. He went with Occidental in 1946 and has been serving as assistant secretary and manager of the group settlements department.

Mr. Meehl joined the company in 1948 and has been an executive assistant to President Horace Brownson and Executive Vice-president Powell E. Smith.

Mr. Crandall, who joined the company in 1949, has been associate actuary since 1956.

Mr. Brownson started in insurance with Central Life of Iowa in 1936. He went with Occidental in 1946 and has been manager of beneficiary settlements and of the policy change department.

Linder's Wins Understated

A picture caption in the April 11 issue stated that Maurice Linder of New York City, who led the Travelers agency force in production for 1960, had led the company for a total of 13 out of 19 years. Actually, he has led the company in 14 years and has been with the company 29 years.



195

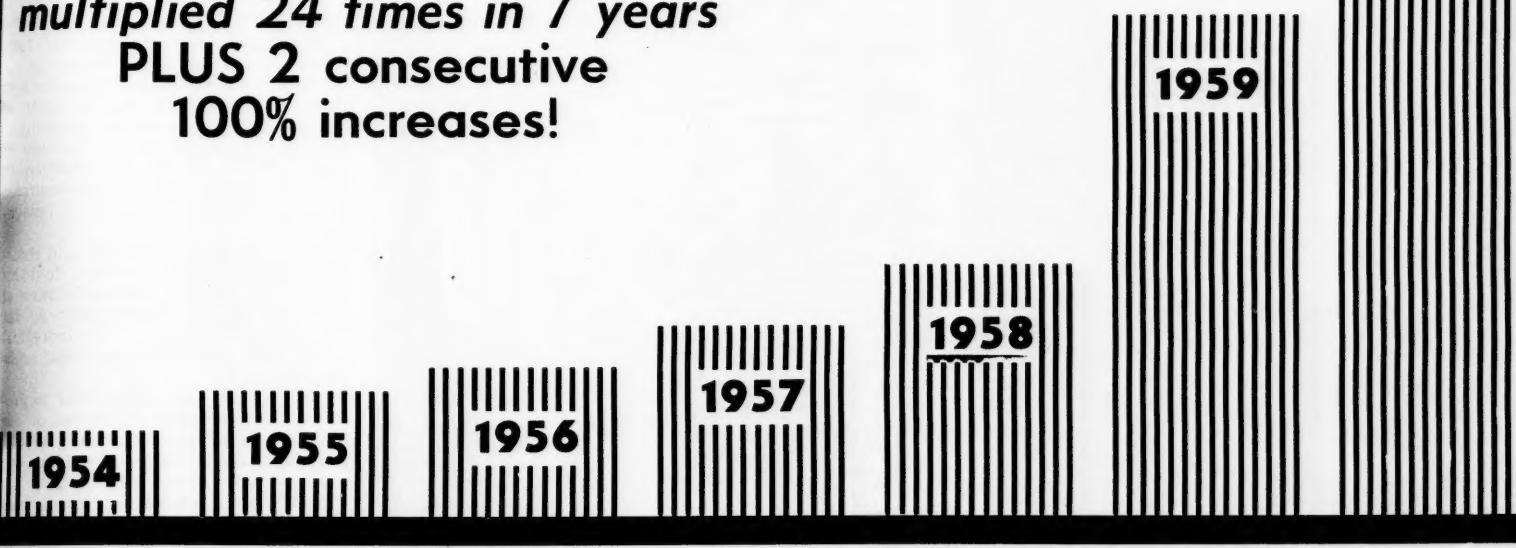
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Special Risk Growth DOUBLED AGAIN for the second straight year!

Gross written premiums
multiplied 24 times in 7 years
PLUS 2 consecutive
100% increases!



Yes, for the second straight year we've doubled our gross written premiums. Last year we had the pleasure of announcing a record-breaking year in 1959. Now, here we are again with news of our 100% increase in 1960! And from early indications, we're headed for record-breaker number three in 1961. We hope you'll be with us when it happens. If you'd rather grow with us than just watch us, we'd like to have you aboard.

And speaking of growth, we have come a long way in 7 years.

From a one-man operation in 1953 to regional offices in key cities throughout the United States . . . that's the phenomenal growth of the Aviation and Special Risk Division of Bankers Life and Casualty Company. We're now writing special risk insurance for many of the largest U.S. corporations, utilities and businesses. The chart above tells the story. We've multiplied 24 times in just seven years, with 1960 doubling the record set the year before.

The reason: FLEXIBILITY . . . IMAGINATION . . . EXPERIENCE

If you're imaginative and far-sighted enough to realize the tremendous advantage of offering these special services when they're needed, you'll want to investigate our contracts incorporating new concepts of group and blanket insurance for large corporations. Ask about our special contracts developed to meet special needs of all kinds of organizations, large and small. Talk to our staff of experts, men with outstanding backgrounds in the special risk field. Brokers and general agents everywhere are invited to write for details on how to put this flexibility, imagination and experience to work building new business—new profits!

Now special risk coverages are also available from affiliated company—Dubuque Fire & Marine Insurance Company of Dubuque, Iowa.

Of the 500 largest United States industrial corporations listed in The Fortune Directory, August, 1960, well over 100 have insurance with our Aviation and Special Risk Division.

AVIATION AND SPECIAL RISK DIVISIONS OF

**Bankers Life & Casualty
Company**



**Dubuque Fire & Marine
Insurance Co.**

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Tells How London Life Uses Same Premium For Three Policies

(CONTINUED FROM PAGE 2)

policies for small amounts which were threatening to swamp the ordinary branch. The mortality experience has been remarkably similar in the ordinary and industrial branches.

—The company has only one form of application, the only variation being the French-language form in the province of Quebec. Medical forms have also been simplified and reduced in number to streamline the underwriting operation as much as possible. The

company's non-medical limits now go up to \$15,000 and a substantial proportion of policies are being issued on a non-medical basis. Policies for less than \$2,000 are all standardized and practically all are complete and ready to be underwritten as soon as the applications are received.

Move Not Entirely Planned

"The development of our business into the form which it has now taken was not entirely planned," Mr. John-

son said. "It would seem that the existence of the ordinary agency organization side by side with the industrial agency organization must have encouraged industrial agents to write much more ordinary business than they might otherwise have done. They have also had the example before them of men who started out in the industrial branch and transferred into the ordinary branch with considerable success. In last year's Half Million group in the ordinary branch, one-

fifth (13 out of 65) of the members were formerly industrial men, a number of them former superintendents, as some companies call them, assistants or managers.

Richard F. Neuschel, director of the management consultant firm of McKinsey & Co., said that home office underwriters can make their greatest most lasting contribution to their companies not just by doing a good job at their specialty, but also by influencing the shaping of a company's management climate.

The real challenge facing underwriters and their fellow executives Mr. Neuschel said, is that they have responsibility to show all the people of the United States, by sheer management excellence and vitality, that the private enterprise system is incontrovertibly the best method of managing the huge life insurance business.

Five Hallmarks

Mr. Neuschel examined the five hallmarks of management vitality in the life insurance business—consumer orientation; consistent measurement of performance in terms of meaningful end results; efficiency in the use of major resources; the distribution of rewards on the basis of demonstrated performance; and continuous innovation.

James F. Oates, president and chairman of Equitable Society, told his audience that the responsibilities of the home office underwriter go far beyond the decision of the individual case or the solution of a specific problem.

"We look to the underwriter to preserve the financial soundness of our business, not just for today, but for the generations of policyholders and management that will follow us. Through your actions you largely control the quality and classifications of business placed in force, with all the implications this has upon production and the cost of our product," he said.

Other speakers included Eugene H. Smith, National Life & Accident, discussing deaths and injuries in bituminous coal mining and Dr. Harry A. Cochran Jr., covering the underwriting outlook for diabetics. Gliding and soaring as a growing sport was explored by T. John Hill Jr., Connecticut Mutual Life, and Vice-admiral James A. Hirshfield of the U.S. Coast Guard reported on the safety record of passengers on ships inspected by his arm of service.

Occidental Of Cal. Sales Set Record In 1st Quarter

First quarter sales of Occidental Life of California were the highest in the company's history, totaling \$687,919,909 for a gain of \$219,127,272 over the same period in 1960.

Individual life sales were \$326,252,591, up \$27,819,659, while group life sales were \$361,667,318, up \$191,307,613. Approximately \$200 million of the company's 1961 group life sales represents its participation in the non-operating railroad employees insurance program. Applications for individual A&S were up 11%.

How American United's
Partnership Philosophy works
in
Reinsurance

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new book for top management on Complete Reinsurance Service

One of America's oldest (since 1904) and most experienced reinsurers, American United serves as a working partner for insurance companies who wish to cover unusual and excessive risks. With our "Partnership Reinsurance" you can keep the business operation of your company on a solid basis, and strengthen your competitive capacity.

In addition to providing the risk-spreading advantages of reinsurance, American United offers a variety of other partnership services to simplify procedures—reduce costs—and increase sales. These services are described in detail in the illustrated booklet shown above. If you have not yet received your copy, write H. Hartzell Perry, Vice President, Reinsurance, at our home office—Indianapolis 6, Indiana.

American United Reinsurance representatives service everywhere. In the West, Alaska and Hawaii—Jim Christopher from San Francisco; in the Southwest—Jim Ratliff from Dallas; in the Midwest—Bill Calhoon from Indianapolis; in the East—Fred Kautzman; in the Southeast—Fletcher Shepard from Atlanta.

AUL

American United Life

INSURANCE COMPANY • ESTABLISHED 1904

The Company with the Partnership Philosophy

AMERICAN UNITED LIFE INSURANCE COMPANY • HOME OFFICE: INDIANAPOLIS, INDIANA

ALL ORDINARY LIFE FORMS • FLEXIBLE OPTIONS • LOW NET COST SPECIALS • BUSINESS LIFE INSURANCE • KEY MAN • PARTNERSHIP • ANNUITIES • UNIQUE JUVENILE • GROUP LIFE • GROUP CREDIT INSURANCE • GROUP MORTGAGE INSURANCE • GROUP RETIREMENT • PENSION TRUSTS • NON-CANCELABLE DISABILITY INCOME • GUARANTEED RENEWABLE MAJOR MEDICAL • GUARANTEED RENEWABLE HOSPITAL & SURGICAL • SPECIALISTS IN SUBSTANDARD UNDERWRITING AND REINSURANCE

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In exactly nine seconds
someone, somewhere,
will purchase a
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Contract

Over six thousand career trained
Field Representatives are offering financial security
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Whether the situation calls for Family Protection, Funds for Education, Mortgage Payments, Retirement, Accident and Sickness Protection, or a Business Continuation contract, the Western and Southern Representative coordinates the program best suited to fit the particular needs of his client.

Assets...more than \$1 BILLION • Insurance in Force...more than \$5 BILLION

THE WESTERN and SOUTHERN LIFE INSURANCE COMPANY

Home Office, Cincinnati, Ohio • A Mutual Company • William C. Safford, President

REGIONAL OFFICES:

Philadelphia, Pa. • Jacksonville, Fla. • Asheville, N. C. • St. Louis, Mo. • Houston, Texas • Los Angeles, Calif.

Home Office Changes

Equitable Of Iowa



Robert Alford

Robert Alford has been named superintendent of agencies, in charge of the agency supervision and development division, and L. M. McClusky was named regional superintendent of agencies. Both men were formerly assistant superintendents of agencies. Mr. Alford is a CLU.

Penn Mutual Life

Wilfred D. Gillen has been elected a trustee to succeed the late Robert T. McCracken. Mr. Gillen is president and a director of Bell Telephone Co. of Pennsylvania and of Diamond State Telephone Co., Delaware.

John Hancock

Gordon W. Thomas, manager of the Buffalo group agency, has been promoted to group creditor sales executive. Mr. Thomas, a CLU, has been group representative at Newark, New York, Buffalo and Los Angeles.

Baltimore Life

John E. Lombardo has been appointed manager of a new home office ordinary agency. He has been general agent of General American Life at Baltimore, and before that at Fort Lauderdale, Fla. He entered the life insurance business with National Life of Vermont.

John E. Lombardo

Ohio National

Robert W. Gardner has been appointed chief A&S underwriter. The company will begin writing A&S July 1. He has been with State Mutual of Worcester.

Western Reserve Life

Robert Tormey, executive vice-president of Dayton Technical Service Co., Dayton, O., and C. B. McDonald, Cleveland, partner in an investment firm, have been elected directors.

Crown Life, Canada

Dr. R. C. MacKay has been appointed medical officer. He will assume the responsibilities of Dr. H. D. Delamere, who has qualified for retirement under the company's staff pension plan after 32 years.

Lafayette Life

William J. Mattingly, director of agencies, and James R. Price, chairman of National Homes Corp., have been elected directors.

American Continental

Norman Omens has been elected president and chairman. He was formerly director of agencies of Guarantee Trust Life at Chicago and was responsible for the conversion of that company's activities from a direct writing basis to a complete general agency structure. He has also been

regional vice-president and state general agent of Louisiana of La Salle Casualty of Chicago and previous to that held a like post in the same area with Combined of Chicago.

Pilot Life

Marty B. Diamond has been appointed management assistant in the management development program. He has been assistant manager of Mutual of New York at Washington, D.C.

Seaboard Life Of Miami

Donald J. Wollenkamp has been appointed agency director. He was formerly supervisor of field service of American Bankers Life of Miami. He started as an agent with Massachusetts Mutual Life in 1924 and was with Illinois Life, Washington National and Service Life of Omaha, where he was agency vice-president. He was named executive vice-president of the James G. Ranni organization, Miami, in 1950.



Donald Wollenkamp

Great-West Life

G. R. Dinney has been appointed group consultant and will work in the group pension department. He is a fellow of Society of Actuaries.

North American Re

William Vaughn and John Carr have been appointed assistant secretaries and Rolf Eckert assistant to the actuary.

Mr. Vaughn, formerly with Pacific National Life, will be in the western office at San Francisco. He is immediate past president of Utah Home

Office Underwriters Assn.

Mr. Carr, the son of John A. Carr, retired vice-president of Equitable Society, was with that company in the underwriting department for four years before joining North American Re in 1953.

Mr. Eckert, formerly actuarial assistant, received his Ph.D. in actuarial science, mathematics and physics from the University of Bern, Switzerland. He is a member of Assn. of Swiss Actuaries.

Bankers Of Iowa

Paul E. Brown and Herman T. Baily, assistant counsel, have been promoted to associate counsel. John R. Taylor, assistant actuary, becomes associate actuary, and William F. Meyer, attorney, has been appointed assistant counsel.

Massachusetts Mutual Life

E. Weldon Schumacher has been elected a director. He is president of American Optical Co., Sturbridge, Mass.

General American

Charles W. Dean has been named director of agencies for all agencies in Missouri except those in St. Louis and Kansas City. He succeeds Ernest Le Grande who has become general agent at Jefferson City.

Georgia International Life

Crawford Johnson Jr. has been elected a director. He is chairman of Crawford Johnson & Co., Birmingham, Ala., and a director of First National Bank of Birmingham.

Capitol Life, Denver

Eugene Linder has been named manager of the systems and procedures department, in conjunction with expansion of the company's data processing facilities. He was formerly with Pacific National Assurance and has been in life insurance statistical work since 1949.

Walter K. Koch, president of Moun-

tain States Telephone & Telegraphs, he has and William H. Kistler, president of Citizens, has been elected to the Board of Directors.

Kansas City Life

Patrick Humphrey, actuary, has been advanced to vice-president actuary. He is a fellow of Society of Actuaries. H. W. Kennedy, assistant controller and auditor, becomes vice-president and controller, and Harold Farrar, assistant vice-president, has been advanced to vice-president and director of field training.

Clifford Rates, assistant secretary, has been named assistant vice-president. John Hoatson, application department supervisor, assistant secretary, and Richard Snell, claim department supervisor, also became an assistant secretary. John Petrie of the auditing department was named traveling auditor.

Illinois Mutual L&C.

Charles S. Martin and William J. Kumpf Jr. have been appointed vice-presidents and Ray Heinrich claims manager. Mr. Martin has been assistant vice-president and claims manager.

Republic National

James Long, actuarial assistant, has been named assistant group actuary.

New directors of MACCABEES MUTUAL LIFE of Detroit are A. Gerald Gabriel, consulting actuary; James E. Haggerty Sr., executive vice-president of Lincoln Brass Works, and John R. Wilt, senior vice-president of Manufacturers National Bank.

PILGRIM LIFE of Indianapolis has appointed Robert G. Schroeder assistant secretary. He was office manager and he has also been with Traveler.

WAYNE NATIONAL LIFE—More Ringer has been appointed director of agencies of the new Detroit-based life company. An executive for 35 years with Indiana and Illinois life companies.



Washington National

A half century of service to policyowners

**LIFE • ACCIDENT • SICKNESS
GROUP • HOSPITAL • SURGICAL • MEDICAL**

HOME OFFICE: EVANSTON, ILLINOIS

Telegrams, he has been executive vice-president of Citizens National Life. In recent years, he was one of the founders of Systems Sales & Service, a consulting firm specializing in sales training and management of agency forces.

NEW AMERICAN LIFE of Montana—Lloyd Falgren, regional superintendent of agencies of Provident Life of Bismarck, has joined the company as agency vice-president. He was with New American for 18 months when it was first organized, resigning this post in 1959. Before that he was superintendent of agencies of Western States Life.

CHESAPEAKE LIFE has appointed David L. Kravetz acting vice-president and superintendent of agencies. He was formerly vice-president and director of agencies of Suburban Life.

BENEFICIAL STANDARD—Steve Brody, president of Allied Artists Pictures Corp., has been elected to the board.

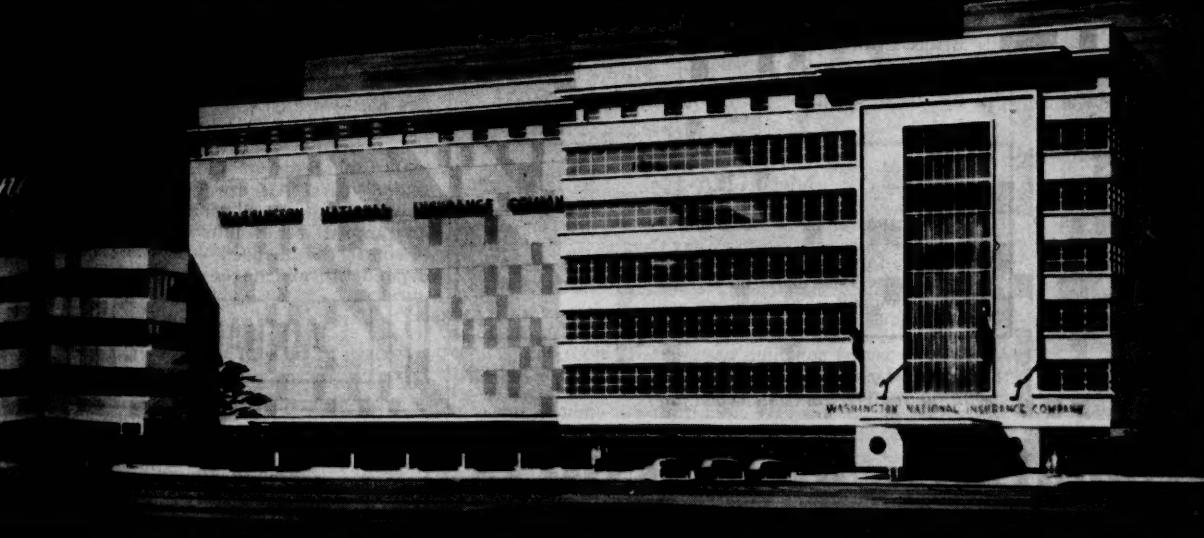
INTERNATIONAL OPPORTUNITY LIFE of Denver has appointed John Caplice senior vice-president and secretary and Lloyd M. Levin agency vice-president. Mr. Levin was director of agencies. New directors are Dr. William Day, Colorado Springs, and Leroy Bacon, executive vice-president of United States Bank of Grand Junction, Colo.

Stockholders of **HAMILTON NATIONAL** of Indianapolis have elected Paul D. Hinkle a director. He is long-time head football, basketball and baseball coach at Butler University.

Stockholders of **KENTUCKY CENTRAL L&A.** have elected John F. Ladley a director. He was chairman of Life Ins. Co. of the South until it was acquired by Kentucky Central last year.

STANDARD SECURITY LIFE has appointed Dr. Norman J. Nichols medical director. He was formerly medical director of Eastern Life of New York.

Washington National Insurance Company



Changes In The Field

Franklin Life



Louis M. Gregory
Managers Assn.

Louis M. Gregory has joined the company as regional manager at Shreveport, La. He has been president of Lee National Life of Shreveport. He is a past president of the Shreveport and Louisiana agents' associations and of Shreveport General Agents &

Prudential

William Freeman, with the company since 1956, has been named manager of the Hammond, Ind., district office.

Aetna Life

George M. Wallhauser Jr., brokerage manager at New York, has been named head of a new agency at Honolulu. He joined Aetna Life as assistant supervisor at Philadelphia, later becoming editor of the Life Aetnaizer, the company's field publication.



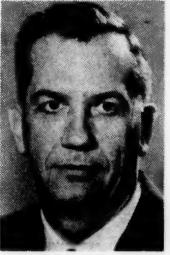
G. M. Wallhauser Jr.

Crown Life

W. Kent Garland has been appointed district group supervisor of a new group office at Seattle. He has been a group representative of New York Life.

Colonial Life

Bradford D. Finch has been appointed resident superintendent in Minneapolis, where he has been head of the life department of the David agency, a multiple line agency. He is past president of the Minneapolis Life Underwriters Assn. and of the Minneapolis CLU chapter and was state chairman of Life Underwriter Training Council.



Bradford D. Finch

Connecticut General

Appointed brokerage consultants are James C. Butcher, Chicago; Frank A. Garry, Cincinnati; Robert L. Hartwick,

Richard Doyle has been appointed assistant manager at Pasadena. A CLU, he has been with Occidental in Pasadena for three years and was formerly with New England Life, Prudential, and Swett & Crawford, brokers.

R. R. Reticker has been appointed brokerage manager of the La Salle Street branch at Chicago. He has

Occidental Of California

been in life insurance in the Chicago area for nine years with New York Life, Manufacturers Life, Berkshire Life, and has been assistant manager of the Occidental office for one year.

Continental Assurance



Richard Wolff

Richard Wolff has been appointed general agent at Boston. Previously manager of Kilby agency there, he has assumed presidency of the agency and moved it to new and larger quarters at 55 Kilby Street.

Connecticut Mutual Life

Robert T. Heckley, supervisor at the San Jose, Cal., district office, has been promoted to assistant general agent there. He was formerly with New York Life as assistant manager. He is a CLU.

Republic National

John L. Love has been appointed regional group manager at Lubbock, Tex.,



John Bowles



John L. Love

and John Bowles has been named general agent at Los Angeles.

Modern Woodmen

J. L. McLeod has been appointed manager of eastern Washington and northern Idaho, and Ronald Anderson



R. S. Anderson



J. L. McLeod

of eastern North Carolina. The former was an assistant regional sales director of Franklin Life and the latter a regional director of American Bankers Life.

Central Standard Life

Andrew Erskine has been appointed manager of the Wichita, Kan., district office. He was formerly with National L&A. and has been in the insurance business two years.

Hartford Life

James B. Turner has been appointed manager at Omaha, where he has been with Penn Mutual Life.

Dale E. Stanley has been named manager at Detroit, where he has been assistant brokerage manager of Occidental of California. He was formerly with Connecticut Mutual Life and Massachusetts Indemnity & Life.

Fred D. Stallings becomes manager

at Charlotte, N.C. He has been general agent of National Life of Vermont there. He is a CLU.

Jefferson National

New general agents appointed in Arizona are James R. Byers, formerly of John Hancock, at Phoenix; David F. Skipper, formerly of Lafayette Life, at Tucson; and Robert H. Johnson, most recently with Occidental Life of North Carolina, at Mesa.

Carl Morgan and Ermen Boyd have been appointed general agents of new agencies in West Palm Beach and

Winter Haven, Fla., respectively. Mr. Morgan has been with Gulf Life and Mr. De Concini has been associate director of his division. Mr. Boyd was formerly a general agent of Ohio State Life.

American National

Gerald A. Hollman has been appointed division director at Norman, Okla., for an area comprising Arkansas, Kansas, Missouri and Oklahoma. L. P. DeConcini is new director of a division consisting of Iowa, Minnesota, North Dakota and Wisconsin. Mr. Hollman, who has qualified for the MDRT 15 consecutive years, has been

Richard Hukari and Edward A. Porteus, group and pension specialists at Los Angeles and Washington, have been named heads of new group agencies at Memphis and Pittsburgh.

Gene Ford has been promoted from group and pension specialist-in-charge to group manager at Detroit, and William R. Reiss from assistant to group and pension specialist there.

Mutual Of New York

Richard Hukari and Edward A. Porteus, group and pension specialists at Los Angeles and Washington, have been named heads of new group agencies at Memphis and Pittsburgh.

Gene Ford has been promoted from group and pension specialist-in-charge to group manager at Detroit, and William R. Reiss from assistant to group and pension specialist there.

FROM A RECENT NEWS STORY

"Life expectancy in America in the last half of this century seems destined to approach that which the Hunzukut male has experienced for many generations, according to the *Journal of the American Medical Association*. This little known Hunzukut frontier land in northern Pakistan has a population of around 25,000... evidence that the Hunzukut males live to 120 or even 140 is not documented with reliable statistics but is believed within the limits of possibility."

brace yourself... the age of the Hunzukut is coming!

Last week we got a direct mail lead from the U.N. The lead was given to one of our agents and he went to see the man — name was Tiensing Luntzog. Turned out he was a Hunzukut. Our man got over the language barrier — programmed him and worked up a need for \$100,000. Showed him regular ledger figures at age 40 for \$100,000. O.L. with a 20 year summary.

Luntzog reminded our man that he was a Hunzukut and would probably live to be 120 and he allowed he'd like to see the results at age 100. Our little rate books don't go that high so our agent called and we got out the big book and read the figures off to him.

Well — the premium was \$2,763 a year — the cash value at age 99 was \$97,500 and the accumulated dividends \$229,811* (we had to hit that one on the calculator a couple of times before we believed it). The figures looked pretty good to Mr. Luntzog so our man took an app for \$100,000 (no features — the Company won't write features on a Hunzukut).

Anyway, the policy was issued and our man went back to get paid — but it seems like a "Funds Man" got to this Hunzukut through his investment club

back in Pakistan and he was raising Hades with the O.L. sale.

This bird showed Luntzog a 10 year past performance in the Sandstone T-2 and — projecting that to age 99 — the same \$2,763 in premium would show a result of \$4,386,925.82. (Whoops, he must have let the decimal place slide on that one.) Also, the "Funds Man" dug up some foreign company that would write five year renewable Term to 100.

Well, we had a time of it — you know all kinds of charts and assumptions and don't forget, all the figures had to be transposed into Zlotkees — (Hunzukut currency — you know).

Make a long story short — Luntzog bought our O.L. policy because the "Funds Man" kept calling him by his first name — and he didn't like that!

MORAL:

Next time you run into a Hunzukut — try National Life's "low, low net cost." It'll get them every time. Incidentally, if you are a full-time agent of another company, we will write Hunzukuts only if they are unacceptable to your company.

*Dividends not guaranteed. Based on 1961 scale and not estimates for the future. Who can estimate that far??

National Life of VERMONT
Insurance Company

FOUNDED IN 1850 . . . A MUTUAL COMPANY . . . OWNED BY ITS POLICYHOLDERS



H. Michael Meister has been promoted from specialist-in-charge group manager at Columbus, O., and Gerald T. Lenz has been named group and pension specialist there.

SECURITY AMERICAN LIFE has named James K. Rubino director of group sales with headquarters in Memphis. He was formerly vice-president of Benefit Plans Inc. in Newark, an actuarial and insurance consultant firm.

GOVERNMENT PERSONNEL MUTUAL of San Antonio has appointed V. N. D'Agostino district manager for Maryland and northern Virginia.

KENTUCKY CENTRAL L&A. has appointed William P. Wilson district manager in east Louisville. He has been field superintendent in south Louisville.

CANADA LIFE has appointed Robert H. Clammer manager at Denver.

Six Hospital Policies In Series Introduced By Interstate L&A.

Interstate Life & Accident has introduced its new series of noncancelable and guaranteed renewable hospitalization policies on a monthly premium basis.

It includes a basic policy which offers daily hospital benefits of \$8 to \$15 coupled with a \$150 maximum surgical schedule, issued at ages 15 to 55 and including maternity benefits; a dependent basic policy with the same hospital and surgical benefits as the basic plan without maternity benefits, issued at ages one to 15 with coverage to age 18, and the "Protector" with daily hospital benefits of \$16 to \$25 coupled with a \$250 maximum surgical schedule, issued at the same ages and with maternity benefits.

Other Policies In Series

Other new policies in the series are the "Dependent Protector," offering the same hospital and surgical benefits as the "Protector" with the same exclusions and age limits as the dependent basic policy; the "Executive," with daily hospital benefits of \$26 to \$35 coupled with a \$350 maximum surgical schedule, issued at ages 15 to 55 and including maternity benefits, and a supplementary hospital plan covering hospital expense only and including maternity benefits with daily benefits from \$5 to \$9 and issued at ages one to 55.

All contracts are on a reimbursement basis. Each, except the dependent plans, provides for a paid-up hospital benefit after age 65 of one day in the hospital for each year the policy has continuously been in force to age 65.

Premium rates are set at a low initial monthly level with small automatic increases at the end of each seven years. All are guaranteed renewable, but the dependent plans are guaranteed renewable until age 18 or until the insured ceases to be a dependent, whichever is first.

ACTUARIES

DONALD F. CAMPBELL

Consulting Actuary
Suite 2011

139 N. Clark St. Chicago 2, Ill.

Chicago
(CONTINUED)

estate planning problem is to selling an. Shake him off taken-care-of instance, sh. will only ple various co. the whole p. will then ha. will then ha. death.

As to the his business because his well ("The b. of the busi. point out to strivin for do a good jo. well they di. Downman said coming back fighting, sc. could be fata.

Rex D. Kaufman ag. Life, Evans care of peo. you; this wi. try out thi. have a plan he continued life company organization don't waste something c. canned pres. Talmage. P. confuse mos. Tells Work

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Charles A. cies, Chicago filled in on ard T. Ch. Chicago, w. many peo. recessions them. The insurance b.

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Karl H. Metropoli his comp. service a. field force. "p. many char. as autom. man" wh. with peop. in pain.

Chicago Rally Yields Valuable Sales Tips

(CONTINUED FROM PAGE 8)

estate planning. His solution to this problem is to disturb the prospect as in selling any life insurance policy. Shake him out of the "I've-got-it-all-taken-care-of" attitude, he said. For instance, show him how with a simple will only (no life insurance to cover various costs, etc.) he is dumping the whole problem on his wife, who will then have to go through the estate problems all over again on his death.

As to the prospect who can leave his business for long periods of time because his employees can handle it so well ("The boys can always take care of the business when I'm gone, etc."), point out to him that the employees are striving for one reason or another to do a good job so the boss can see how well they did while he was away, Mr. Denman said. If the boss were never coming back, the demoralization, infighting, scurrying for new jobs, etc. could be fatal to the business.

Rex D. Talmage, district agent, Kaufman agency, Northwestern Mutual Life, Evanston, Ill., said, "If you take care of people, they will take care of you; this will require service." To carry out this principle, the agent must have a plan for his work organization, he continued. "But keep it simple. All life companies have some kind of work organization plan. Get it and use it; don't waste time trying to work out something complicated." This includes canned presentations, according to Mr. Talmage. Pages of illustrations will confuse most people, he said.

Tells Work Schedule

The work schedule employed by Mr. Talmage includes 390 phone calls per month; 73 selling calls out of which he must have 30 bona fide interviews and from these make 11 sales each month. This method gains him approximately \$100,000 of new business each month. Noting that this plan means a lot of hours in front of people, he must cut detail and organization work to the minimum, he said.

Charles A. Waters, director of agencies, Chicago south region, Prudential, filled in on a minutes notice for Richard T. Christoph, Penn Mutual Life, Chicago, who was ill at home. Too many people are thinking negatively, said Mr. Waters. By talking about recessions and the like, they cause them. There is no recession in the life insurance business.

He, too, stressed planning and organization of time. This is the one big dimension by which to measure success, he said; eight out of 10 agents who are successful follow this dictum religiously. "Know where you are going, how you are going to get there, and follow through on your planning," he advised. To do these three things, "research your mind, your pattern of operations. This effort will get through to your subconscious mind which will go to work on it and keep at it for you. In this way you will not be governed solely by your emotions. You must get emotional to sell, but you must not be guided by emotions alone. Research your mind."

Karl H. Kreder, vice-president of Metropolitan, told the congress what his company is doing to give better service and better leadership to its field forces, since it affects their "happiness" very directly. He noted that many changes are taking place, such as automation. As an "unfrocked field man" whose responsibility it is to deal with people, "I must say we have growing pains. We are experiencing critical

problems in giving better service, which must be expected since these changes involve major reorganization and regrouping of supervisory and clerical personnel. But it will work out."

He detailed some of the methods being employed by Metropolitan for its management in the future and for present employes. "We and other companies are doing this because of competition," he said. "This is the competition between our product and

other goods and services. The man or company who supplies the best service and gives the best leadership will be the winner."

William P. Walsh, Equitable Society manager at Fargo, gave an inspirational talk on "Ideas And Motivation Sell Life Insurance." The average life salesman talks too much, oversells, he said. "How long has it been since you listened to your own sales talk?" he queried. "Would it sell you?" He advocated the use of more motivation. Life insurance is such a big thing, it takes something like motivation to put

it across, he said. As a "hobby" he studies successful life agents and has found that enthusiasm and a positive attitude are the most outstanding characteristics. Good life agents don't even hear negative remarks made by the prospect, he said. "Be positive. Associate with positive people."

Co-chairmen of the meeting, which drew about 600 persons, were William L. McKechnie, Northwestern Mutual Life and 1st vice-president of the Chicago association, and Russell W. Steger, general agent New England Life.

LOOKING FOR A MEMORABLE CONVENTION SITE? LOOK TO CANADIAN PACIFIC HOTELS FOR THE FINEST FACILITIES!

Get more done, have more fun at CANADIAN PACIFIC hotels...located all across Canada. For information and reservations write: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal, Québec.



THE ROYAL YORK, Toronto, Ontario. The largest and most luxurious hotel in Canada. There's a new 400-room wing, bringing the total to 1,600 rooms. And every one has radio and TV! Convention facilities include: the new Canadian Room accommodating 2,200. Seating capacity 7,500 in public rooms. New lounges, dining rooms. Serving capacity of 10,000 at any one mealtime! Complete public address systems—35 and 16mm projector equipment. 400-car garage with registration facilities, and connecting overpass to hotel. The Royal York is located in the heart of metropolitan Toronto—just one night away from key U.S. cities! Open year-round.



CHÂTEAU FRONTENAC, Québec. World-famous hotel overlooking colorful Québec and the mighty St. Lawrence. Convention features: 660 rooms, meeting and exhibition rooms, private dining rooms, sound projectors. Superb food, thoughtful service. For after-convention hours: snow sports, golf, sight-seeing, shopping on quaint, winding streets. In French we call it a *succès fou!* In any language: an unforgettable convention! Open year-round.

DIGBY PINES, Digby, Nova Scotia. Unique fishing town inn. 175 rooms, 31 cottages. Convention facilities. Golf, fishing, tennis, swimming. Superb seafood. Open June 24 to September 3.

CORNWALLIS INN, Kentville, Nova Scotia. Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Open year-round.

ALGONQUIN, St. Andrews-by-the-Sea, New Brunswick. Wonderful Old English atmosphere, fine food and service. Accommodates 350. For after-meeting hours: golf, swimming, tennis, fishing, shuffleboard, sailing. Open June 10 to September 7.

ROYAL ALEXANDRA, Winnipeg, Manitoba. 450 well-furnished rooms. Dining room, coffee shop. Selkirk Lounge. Many convention facilities. Open year-round.

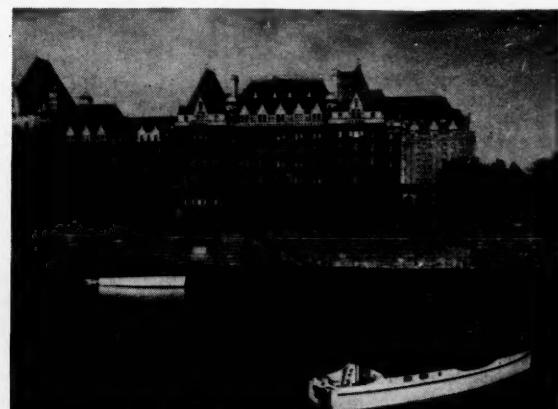
THE SASKATCHEWAN, Regina, Sask. 270 rooms with radio, some with TV. Comfortable accommodations. Good food and service. Ranch dining room, coffee shop. Open year-round.

THE PALLISER, Calgary, Alberta. 487 rooms. Radio, TV available. Dining room, coffee shop. Range Room, Penthouse Lounge. Centrally located. Open year-round.



BANFF SPRINGS, Banff, Alberta. Baronial retreat mile-high in the Canadian Rockies. Spectacular view of snow-capped peaks, sunny mountain trails. 600 rooms, every convention facility. Cocktail lounges. For fun: swimming, shuffleboard, riding, golf, dancing. Scenic tours. Planned entertainment. Open May 26 to September 15.

CHATEAU LAKE LOUISE, Lake Louise, Alberta. Just 40 miles west of Banff. A majestic mountain retreat and world-famous resort. Every window reflects the calm and might of ageless peaks. 400 rooms. Adequate convention facilities. Cocktail Lounge. All Alpine sports. Boating, riding, swimming, dancing, concerts nightly. Open June 12 to September 4.



EMPEROR HOTEL, Victoria, B.C. Located on Vancouver Island, evergreen playground of the Pacific Northwest Coast. 570 rooms. Meeting, exhibition, private dining rooms. Coronet Lounge. For relaxation: hunting, golf, riding, fishing, swimming in famous Crystal Gardens. Mild climate. Open year-round.

Canadian Pacific

Ranking of 748 Companies Given In Order Of

At the beginning of 1961, life insurance in force in United States and Canada reached \$666,349,475,203, an increase of 8.4% over that at the beginning of 1960. Ordinary insurance increased 10.2% to total \$402,888,455,717; group increased 7.5%, totaling

Ranking Table Reprints Are Available

The accompanying "Ranking of Life Companies" is also available in convenient form—an 8-page reprint folder of $3\frac{1}{2} \times 7\frac{1}{2}$ inches, that goes into a pocket or envelope with ease. Each year hundreds of thousands of these reprints of this most extensive of all ranking tables are purchased by companies and agencies for general distribution to the public. Many companies arrange to highlight their own position in the table with red brackets around their figures. Copies may be ordered now for prompt delivery. Prices: 100, \$5.50; 250, \$12.40; 500, \$22.00; 1,000, \$41.25; 5,000, \$115.00, with quotations upon request for larger quantities and for special imprinting. Orders and inquiries should be addressed to the National Underwriter Co., statistical division, 420 East Fourth Street, Cincinnati 2, Ohio.

\$222,785,119,736. Industrial insurance of \$40,675,899,750 showed a slight decrease of 2.8%.

The beginning of 1961 saw 86 companies with over \$1 billion in force. Newcomers to this group were Capitol Life, Cavalier Life and North American Life & Casualty.

Big advances among the first 100 companies were made by Cuna Mutual, California-Western States, Republic National, Old Republic Life, Liberty National, Capitol Life, Credit Life, North American Co. for Life, Accident & Health, Standard of Oregon and Hartford Life. Sharp increases or decreases in group or credit insurance are often a factor in changing the ranking position of a company.

American Nat. Names Noah A Vice-President

Phil B. Noah has been elected a vice-president of American National of Galveston, effective May 1. He joined the company as manager at Oklahoma City in 1941. Under his management, it grew to first in size and won the company's outstanding achievement award six consecutive years.

Phil B. Noah

The agency furnished several general agents and three regional directors.

Mr. Noah was named regional director in 1954 of a section in the midwest containing 10 agencies, which number became 35 at the time of his election to the new post. The division is being divided and assigned to newly appointed division directors.

Mr. Noah taught for eight years at Panhandle A&M College and Northwestern State College.

A "salesarama" conducted by Indianapolis Life at Indianapolis, was attended by 250 agents.



1961	1960	Figures in right hand column include industrial and group if written	Total Insurance In Force \$	1961	1960	Figures in right hand column include industrial and group if written	Total Insurance In Force \$	
1	1	Metropolitan Industrial Group	9,157,654,485 36,639,073,586	94,245,883,078	62	61	State Farm, Ill. Group	1,734,840,300
2	2	Prudential Industrial Group	82,182,997,497 23,545,136,512	62,182,997,497	63	64	Allstate, Ill. Group	1,680,884,300
3	3	Equitable, N. Y. Group	38,437,328,870 23,078,808,411	38,437,328,870	64	63	U. S. Life, N. Y. Group	1,650,840,300
4	4	Travelers Group	29,961,412,802 20,889,769,602	29,961,412,802	65	67	Amer. United, Ind. Group	1,578,592,000
5	5	John Hancock Industrial Group	26,184,481,342 8,940,445,271	26,184,481,342	66	66	Manhattan Life Group	1,523,846,000
6	6	Aetna Life Group	24,311,020,459 19,661,673,600	24,311,020,459	67	70	N. A. Reassur., N. Y. Group	1,437,870,000
7	7	New York Life Group	24,043,900,323 3,523,031,779	24,043,900,323	68	65	Kansas City Life Group	1,428,012,000
8	8	Conn. General Group	11,373,009,496 6,970,509,353	11,373,009,496	69	68	Southland Life, Tex. Industrial Group	1,426,219,000
9	10	Lincoln National Group	10,570,172,115 1,999,422,017	10,570,172,115	70	69	Commonwealth, Ky. Industrial Group	1,402,544,000
10	9	Northwestern Mutual Group	10,410,515,107 10,206,576,348	10,410,515,107	71	71	Gulf Life, Fla. Industrial Group	1,365,751,000
11	11	Occidental, Cal. Group	4,004,675,757	4,004,675,757	72	73	Pan-American, La. Group	1,322,379,000
12	12	Sun, Canada Group	9,572,801,199 3,618,625,784	9,572,801,199	73	77	Credit Life, Ohio Group	1,319,335,000
13	13	Mass. Mutual Group	8,278,463,591 1,501,889,073	8,278,463,591	74	72	Fidelity Mutual Group	1,316,873,000
14	14	Mutual of N. Y. Group	8,140,623,358 867,969,958	8,140,623,358	75	75	Liberty, S. C. Industrial Group	1,292,341,000
15	15	New England Life Group	7,042,890,567 751,488,859	7,042,890,567	76	74	Imperial, Can. Group	1,249,569,000
16	16	Continental Assur. Group	6,844,389,993 4,240,916,356	6,844,389,993	77	76	Security L. & T. Group	1,244,074,000
17	17	National L. & A., Tenn. Industrial Group	5,855,138,232 2,852,862,126 73,673,171	5,855,138,232	78	138	Capitol Life, Colo. Group	1,241,783,000
18	21	Cuna Mutual, Wis. Group	5,765,193,091 5,668,914,495	5,765,193,091	79	78	Monumental Life Industrial Group	1,150,223,000
19	18	London Life, Can. Industrial Group	5,641,764,659 56,068,453 1,127,330,654	5,641,764,659	80	79	Protective, Ala. Group	1,143,644,000
20	20	Mutual Benefit, N. J. Group	5,594,819,863 618,714,108	5,594,819,863	81	80	Union Labor, N. Y. Group	1,096,405,000
21	19	American Natl., Tex. Industrial Group	5,591,603,857 1,463,398,545 1,092,701,711	5,591,603,857	82	84	Cavalier Life, Md. Group	1,084,581,000
22	22	Penn Mutual Group	5,249,482,643 62,362,802	5,249,482,643	83	81	Ohio National Group	1,082,776,000
23	23	Western & Southern Industrial Group	5,241,276,317 1,932,346,470 251,307,942	5,241,276,317	84	82	Great Southern, Tex. Group	1,076,086,000
24	24	Conn. Mutual Group	4,700,113,732	4,700,113,732	85	83	Union Mutual, Me. Group	1,064,290,000
25	25	Great-West, Can. Group	7,985,795 1,772,466,387	4,179,690,349	86	85	N. Amer. L. & C., Minn. Group	1,033,401,000
26	26	Franklin Life Group	4,047,274,323	3,943,266,658	87	86	Dominion Life, Can. Group	987,521,000
27	27	Canada Life Group	3,943,266,658	3,760,170,334	88	87	Independent L. & A. Industrial Group	955,661,000
28	28	Bankers, Iowa Group	3,682,560,776	3,544,563,216	89	89	Home Beneficial, Va. Industrial Group	953,450,000
29	29	Manufacturers, Can. Group	369,953,494	3,249,186,688	90	88	Country Life, Ill. Group	934,400,000
30	30	General American Group	2,363,212,088	3,213,030,450	91	91	Paul Revere, Mass. Group	896,028,512
31	32	Mutual Life, Can. Group	686,527,039	3,187,569,114	92	101	North Amer. L. A. & H., Ill. Group	825,079,000
32	35	Cal-Western States Group	1,711,807,295	3,125,055,786	93	92	Knights Life, Pa. Industrial Group	823,011,246
33	31	State Mutual, Mass. Group	1,254,573,099	3,043,984,830	94	102	Standard, Ore. Group	774,717,534
34	33	Union Central Group	1,154,709,884	2,974,869,128	95	94	Peoples, D. C. Group	773,305,486
35	43	Republic National, Tex. Group	1,210,351,677	2,864,221,539	96	105	Hartford Life, Mass. Group	773,236,831
36	36	Provident L. & A. Group	1,390,592,760	2,785,538,906	97	96	United, Ill. Industrial Group	772,019,840
37	34	Pacific Mutual Group	1,512,934,521	2,760,677,927	98	100	Bankers, Neb. Group	771,116,812
38	41	Old Republic Life, Ill. Group	2,109,239,595	2,750,524,331	99	98	Industrial, Can. Industrial Group	770,514,410
39	37	National Life, Vt. Group	1,920,885,605	1,920,885,605	100	95	Bankers L. & C., Ill. Group	755,840,740
40	42	Life of Virginia Industrial Group	872,775,345 560,993,049	1,744,458,658	101	99	Savings Bank, Mass. Group	738,479,334
41	40	Confederation, Can. Group	1,055,426,701	2,721,281,680	102	107	Bankers Natl., N. J. Group	732,894,371
42	39	Minnesota Mutual Group	2,689,960,130	2,626,550,429	103	97	Mutual Trust, Ill. Group	724,950,068
43	45	Crown Life, Can. Group	1,627,261,447	2,624,752,792	104	103	Security L. & A., Colo. Group	716,322,481
44	38	Provident Mutual Group	698,316,151	415,559,084	105	111	L'Assur. Vie Desjardins, Can. Group	691,820,887
45	44	Phoenix Mutual, Conn. Group	2,448,652,947	2,448,652,947	106	104	West Coast, Cal. Group	683,241,351
46	46	Northwestern Natl. Group	169,522,100	2,382,860,446	107	106	Volunteer State, Tenn. Group	659,196,000
47	47	Home Life, N. Y. Group	1,055,921,239	2,240,884,146	108	109	Central, Iowa Group	637,233,817
48	48	United Benefit, Neb. Industrial Group	469,711 690,591,257	2,160,924,702	109	110	Sun Life, Md. Group	623,023,063
49	49	Southwestern Life, Texas Group	530,346,431	2,116,626,295	110	112	Amer. General, Tex. Group	621,817,818
50	50	Jefferson Standard Group	2,010,954,712	2,002,047,188	111	113	Lutheran Mutual Group	620,639,017
51	58	Liberty National, Ala. Industrial Group	3,075,960	1,908,306,523	112	114	Monarch, Mass. Group	611,836,072
52	55	Business Men's, Mo. Group	365,750,079	2,001,706,988	113	116	Colonial Life, N. J. Industrial Group	609,939,179
53	53	Guardian, N. Y. Group	210,649,670	1,952,309,624	114	119	Pacific National, Cal. Group	607,483,063
54	51	Life & Cas., Tenn. Industrial Group	766,490,166 188,069,252	1,920,885,605	115	108	Berkshire Life Group	595,540,000
55	54	Washington National Group	480,883,817 680,126,730	1,908,306,523	116	115	Shenandoah, Va. Group	596,336,817
56	52	Acacia Mutual, D. C. Group	15,547,205	1,876,342,937	117	118	Excelsior, Can. Group	593,172,743
57	60	Nationwide, Ohio Group	449,187,770	1,808,782,669	118	127	Life of N. A., Pa. Group	590,953,400
58	56	Life of Georgia Group	990,907,573 182,570,282	1,784,267,764	119	127	Western Life, Mont. Group	590,468,850
59	57	Equitable, Iowa Group	1,773,299,887	1,771,636,732	120	132	Southern Farm Bur., Miss. Group	581,631,779
60	62	North Amer., Can. Group	371,055,872	1,753,563,655	121	123	Guarantee Mut., Neb. Group	585,474,751
61	59	Pilot Life, N. C. Industrial Group	287,663,555 832,202,055	1,753,563,655				539,103,294

er Of Total Life Insurance in Force

Total
Insurance
In Force
\$734,840,000
660,884,000
650,840,000
578,592,000
523,846,000
437,870,000
428,012,000
426,219,000
392,122,000
402,544,000
365,751,000
130
93
322,379,000
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319,333,000
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249,569,500
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244,074,000
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150,223,000
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143,644,700
96,405,170
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145,581,650
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76,088,410
64,290,947
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CONN. AGENTS HEAR:

How Business Life Sales Can Double, Quintuple Volume

NEW HAVEN—"The man writing business life insurance can do two to five times as much business as he could if he concentrated on personal insurance alone," said Aaron Goldstein, Metropolitan Life, Boston, in his talk at the annual sales congress of Connecticut Life Underwriters Assn. at Yale University. More than 800 Connecticut life agents attended the congress.

Mr. Goldstein forecast a bright future for the agent who is "daring enough" to tackle business life insurance.

"Most people," he said, "advise the agent not to play in the field of business insurance unless he's an expert, and with very little reluctance, most agents relinquish this field."

Mr. Goldstein reported he had been specializing in business insurance for more than 30 years because that's where the money is. As substantiation, he quoted the bureau of economic and business research of the University of Illinois, which points out that three out of every five American businesses have no business insurance of any type and of these, 40% have never heard of business life insurance.

Sell To Small Company

Business insurance can and should be sold to the small company and the professional man, as well as the large company, Mr. Goldstein said. According to the U. S. Department of Commerce, of the four million businesses in the U.S., seven-eighths employ less than eight persons and three-fourths employ three persons or less. Consequently, he said, business in the U.S. is 87% small business.

"With such an opportunity awaiting us, there should be no fear that this field will soon be exhausted. In fact, we can see the crying need among business organizations for the financial assistance that only business life insurance can offer."

He predicted that in the coming years, business life insurance will become almost universally accepted.

Bernard H. Zais, Connecticut Mutual Life, Burlington, Vt., outlined how he writes more than \$2 million a year in his small hometown. He reminded his listeners that they should lead their prospects to think not of the amount of life insurance they should own, but of the amount of premium to which they should be committed.

Frank S. Sottile, Sun Life of Canada, Hartford, stressed that if an agent has the right mental attitude and believes wholeheartedly in the product he's offering, he can't possibly fail to make the sale.

Philip S. Sirianni, Connecticut General, Los Angeles, spoke on "Our Responsibility to the Future Is Now," and William T. Earls, Mutual Benefit Life, Cincinnati, chose the Greek "Knothe Se Auton—Know Thyself First" as his topic.

At the meeting, the Krick memorial scholarship award was presented to George E. Tillinghast, a student of the business administration school at the University of Connecticut, and, although unable to attend the congress, Griffin M. Lovelace, a former vice-president of New York Life, was awarded life membership in the Connecticut association for his "outstanding and immeasurable contribution to the life insurance industry."

1961	Figures in right hand column include industrial and group if written	Total Insurance In Force	1961	Figures in right hand column include industrial and group if written	Total Insurance In Force
272	Pioneer American, Tex.	137,706,106	383	Bankers Union, Colo.	66,447,38
273	South Coast, Tex.	**137,347,438	384	Philadelphia-United	66,160,48
274	La Solidarite, Canada	**136,583,251		Industrial	49,706,463
275	Family Fund, Ga.	136,128,859	385	Detroit Mutual	65,936,68
	Industrial	118,340,300		Industrial	61,929,606
276	Stuyvesant Life, Pa.	**133,110,246	386	United Home Life, Ind.	65,835,92
277	Wisconsin Life	**132,815,026	387	Provident Assur., Can.	**165,387,88
278	Mutuelle-Vie Del U.C.C., Can.	**131,958,260		Industrial	**90,851
279	National Public Serv., Wash.	**129,750,911	388	Richmond Life, Va.	**64,324,92
280	Garanty Savings, Ala.	**129,131,794	389	National Standard, Fla.	63,868,76
	Industrial	20,511,436		Industrial	41,763,282
281	Farm Family, N. Y.	**128,519,933	390	Cent. States H. & L., Neb.	**63,709,28
282	National Burial, Tenn.	**128,496,973	391	Merit Life, Ind.	62,757,48
283	LifeCo, Amer., Wash.	**126,506,448	392	International Serv., Tex.	**62,558,88
284	Empire State Mut., N. Y.	**126,384,832	393	Calhoun Life, S. C.	**62,504,42
	Industrial	1,652,042		Industrial	**14,201,838
285	National American, La.	125,893,366	394	Old Dominion, Va.	**62,279,42
286	California Life	**125,644,116		Industrial	40,985,638
	Industrial	63,077		Great Commonwealth, Tex.	62,076,18
287	Resolute Credit, Conn.	**124,757,557	395	Savings Bank, Conn.	**61,553,71
288	League Life, Mich.	**120,955,036	396	Progressive, N. J.	**61,553,71
289	North Central, Minn.	**120,131,406	397	Industrial	52,684,367
290	American Founders, Tex.	**119,557,888		Guaranty Income, La.	61,551,48
291	Union Life, Va.	**119,147,805	398	Independence Life, Cal.	**61,406,88
	Industrial	87,715,280		Western Security, Okla.	**61,206,02
292	Palmetto State, S. C.	**118,392,526	399	Mid-American, Tex.	60,687,88
293	Industrial	62,332,752		Intercoast Mut., Cal.	**60,551,21
	Aeterna Life Mut. Assur., Can.	**117,968,146	400	United Founders, Okla.	**60,338,88
294	Industrial	6,924,425		Tennessee Valley, Tenn.	**60,179,68
295	Kentucky Home Mutual	**117,338,731	401	University National Life, Okla.	**60,156,88
	Commonwealth L. & A., Mo.	**116,747,214	402	Coastal Plain, N. C.	**59,742,48
296	Industrial	112,305,901		Industrial	20,595,086
297	Sentry Life, Wis.	**116,649,160	403	National Western, Colo.	59,429,08
298	Universal, Tenn.	116,220,219	404	Time Life, Texas	59,310,21
	Industrial	92,232,650		Amer. Life, N. Y.	**59,193,78
299	Bankers H. & L., Ga.	**116,180,886	405	Natl. Bankers, Tex.	**58,707,98
300	Industrial	77,658,031	406	American Income, Ind.	**58,648,88
301	Mid-Continent Life, Okla.	**116,168,766	407	Great Northwest, Wash.	**58,225,78
302	Home Owners, Fla.	**114,910,157	408	International Fid., Tex.	**58,116,81
	Western States, N. D.	**114,751,606	409	American Family, Wis.	57,717,03
303	Life of Alabama	**112,920,102	410	Old West, Idaho	57,361,88
	Industrial	3,730,400		Toronto Mut., Can.	57,153,36
304	Dominion of Canada Gen.	**112,658,322	411	Industrial	21,919,740
	Chicago Metro. Mut., Ill.	112,551,062	412	Southern Equitable, Ark.	57,113,77
	Industrial	95,991,477		Zurich, Ill.	**56,678,81
305	Pioneer Mut., N. D.	112,067,230	413	Public Life, Mo.	**56,646,42
306	Farm Bureau, Mich.	**109,732,558	414	Amer. Found. Pioneer West., Ark.	**56,430,26
307	Caisse National d'Economie	**109,690,072	415	Union Natl. Life, La.	56,414,82
308	Praetorian Mutual	**108,189,032		Industrial	46,868,951
309	American Investment, Tex.	**107,766,826	416	Old American, Mo.	**55,857,88
310	Commercial & Industrial, Tex.	**107,346,763		Industrial	318,760
311	Girardian, Texas	**105,344,763	417	Mutuelle Des Employes, Can.	**55,563,70
312	National Farmers Union, Colo.	**104,855,514	418	Mercury Life, Mo.	**55,490,18
313	Columbian Mut., N. Y.	**94,522,130	419	Cotton States L. & H., Ga.	**55,415,98
	Industrial	78,130,981		Forest Lawn, Cal.	**55,063,14
314	Western Farm Bur., Colo.	**104,752,646	420	Central Plains, Kan.	**55,000,62
315	Girard Life, Tex.	**103,561,020	421	Pilgrim H. & L., Ga.	**54,897,27
316	Kansas Farm Life, Kan.	**103,200,602		Industrial	38,713,154
317	Amalgamated Labor, Ill.	**102,583,805	422	Consumers Life, Mo.	**54,553,72
318	Commercial, Canada	**100,639,932	423	Farm & Home Life, Ariz.	**54,577,28
319	United American, Ga.	**100,632,357	424	Homesteaders Life, Ia.	**54,422,48
320	Canadian Premier	**100,171,448	425	Industrial	5,081,532
321	Olympic National, Wash.	**98,610,414	426	La. Survivance, Can.	**54,389,74
322	Hawaiian Life, Hawaii	**96,210,536	427	Life of Alberta, Can.	**54,334,28
323	Texas Life	**95,012,069	428	Atlantic Coast, S. C.	53,706,89
324	Citizens Life, N. Y.	**94,522,130	429	Industrial	50,738,788
325	Universal L. & A., Tex.	76,124,473		Provident Indem., Pa.	**53,675,03
326	Guaranty Life, Tex.	194,064,476	430	Industrial	16,566,744
327	Key Life, Mo.	**93,279,089	431	American Empire, Tex.	**53,557,76
328	Life Assur. Co. of Pa.	**93,239,549	432	Continental, Tex.	**53,487,34
329	American Investors, Tex.	**92,680,431	433	Booker T. Washington, Ala.	53,266,73
330	Bankers Service, Okla.	**91,166,888	434	Industrial	47,719,118
331	Cal-Farm Life, Cal.	**89,619,816	435	Ranchers Life, Tex.	**53,219,85
332	Federated Life, Minn.	**88,839,142	436	American Home, Kan.	53,210,92
333	Pierce Ins., Cal.	1,670,059		Global Life, Can.	**53,005,86
334	Industrial	88,707,963	437	Afro-American, Fla.	52,941,07
335	Illinois Mid-Continent	**86,250,446	438	Industrial	41,672,767
336	Ministers L. & C., Minn.	**85,629,158	439	Mercantile Security, Tex.	**52,458,223
337	Industrial Life, Tex.	**85,322,120	440	State Mutual, Ga.	**51,826,43
	Continental Amer., Tex.	12,582,888		Industrial	13,274,655
338	State Reserve, Tex.	**82,644,981	441	Security Life, Ga.	**51,778,679
339	Mammot L. & A., Ky.	**81,477,045	442	Industrial	44,430,655
	Industrial	60,698,276		National Investors, Ark.	**51,559,402
340	First United, Ind.	**80,005,842	443	Caroline Central Life, N. C.	**51,050,542
341	Fidelity Life Assur. Co., Can.	**80,782,288	444	Globe Life & Acc., Okla.	**50,822,930
342	Security-Connecticut	**80,606,461	445	Industrial	41,202,978
343	Gibraltar Life, Tex.	**80,016,849	446	Sunset Life, Wash.	50,665,017
344	Kennesaw L. & A., Ga.	**78,945,599	447	Union Trust Life, Minn.	**50,444,22
345	Loyal Protective, Mass.	**78,721,247	448	Eureka Life, Tex.	**50,295,620
346	United Pacific, Wash.	77,476,799	449	Jackson Life, Ark.	**50,165,456
347	Prof. & Bus. Men's, Colo.	**76,782,046		Loyal American, Ala.	**49,745,981
348	Maritime Life, Can.	**76,737,729	450	United Public, Del.	**49,356,336
349	Southern States, Tex.	**76,247,018	451	First Federated, Md.	**49,245,594
350	Continental Serv. L. & H., La.	**75,961,525	452	Northern Founders, N. D.	49,145,554
351	Allied Security, S. C.	**74,283,644	453	National Farm, Tex.	**49,025,880
	Industrial	19,166,147		Citadel Life, S. C.	49,015,698
352	Life of Kentucky	74,194,256	454	Natl. Investors, La.	48,915,668
353	Commercial, Ariz.	**73,787,111	455	Independence L. & A., Ky.	48,694,927
354	National Educators, Tex.	**73,217,528	456	Industrial	4,334,423
355	National Security, Ala.	23,196,288		United Security, Ia.	**48,320,087
356	Equity Life, Ala.	**73,080,886	457	Southern Provident, Tex.	48,005,240
357	Continental L. & A., Ida.	**72,990,901	458	Trans-American, Tex.	47,836,872
	Industrial	159,677		Southern United, Ala.	46,966,760
358	Puritan Life, R. I.	**72,569,417	459	Industrial	135,763,296
359	Georgia International	**72,035,155	460	Seaboard Life, Fla.	**46,639,192
360	Insurance City, Conn.	**71,768,890	461	Ben Hur Life, Ind.	46,786,161
361	Inter-Ocean, Ohio	**70,766,812	462	Foundation Life, Ga.	46,785,668
	Industrial	33,259,786		Superior Life, Pa.	**46,534,245
362	Rocky Mountain, N. M.	70,756,225	463	Amer. Guaranty, N. C.	**46,020,031
363	Surety Life, Utah	**70,528,630	464	Washington Life, La.	**45,975,639
364	American Trust, Tex.	70,315,280	465	Union Security, Ga.	**45,978,887
365	Bankers Mut., Ill.	69,225,809	466	American Republic, Ia.	**45,563,729
366	National L. & C., Ariz.	69,185,255	467	Automotive, La.	**45,157,626
367	Empl. Mut. Ben. Assn., Minn.	68,406,150	468	Industrial	33,100,719
368	Gulf State, Ala.	**68,295,837	469	Industrial	38,753,090
	Industrial	43,857,755		Public Savings, S. C.	45,069,886
369	Rushmore Mutual, S. D.	**68,146,399	470	Industrial	44,666,012
370	Cherokee Credit, Ga.	**68,035,238	471	State Life of Ill.	44,313,333
371	Postal L. & C., Mo.	**68,015,498	472	Washington Independent, Ark.	44,247,030
372	Home Mutual, Md.	**67,775,067	473	Investor Security, Ill.	44,246,884
	Industrial	33,909,185		Central Amer., Tex.	**44,246,884
373	Plymouth Mut. Life, Pa.	**67,722,778	474	Universal Amer. Life, Ga.	**43,784,567
374	Maryland Life, Md.	67,572,100	475	Industrial	231,005
375	Rural Security, Wis.	**67,456,191	476	Harrison Natl. Life, Ind.	43,764,354
376	Texas Reserve	67,419,360	477	Associates Life, Ind.	**43,740,466
377	Valley Forge, Pa.	**67,371,404	478	Austin Life, Tex.	**43,734,514
378	Pyramid, Kan.	**67,185,871	479	Guardian Unds., Tex.	43,508,263
379	Nebraska National	**67,182,329	480	Church Life, N. Y.	**43,324,020
380	Great Lakes Mut., Mich.	**66,898,960	481	Federated Security, Utah	**43,922,151
	Industrial	45,018,049		Ins. Co. of Oregon	43,295,207
381	Lincoln Mutual, Neb.				

		Figures in right hand column include industrial and group if written		Total Insurance In Force
				\$
Insurance In Force	\$			
66,447,396	62	Amer. States, Ind.	**42,370,278	600
66,150,000	63	Country Mut., Utah	42,312,745	600
65,936,000	64	First National, Ariz.	**42,014,830	600
65,835,070	65	Western Life, Can.	**42,005,121	600
65,387,667	66	Association Ins., Wis.	**41,813,600	600
64,324,460	67	Treasure State, Mont.	41,755,741	610
63,888,780	68	Legal Reserve Life, Cal.	41,217,755	610
63,709,300	69	Southeastern Life, Miss.	**41,142,084	610
62,757,460	70	Consolidated Genl., Tex.	**40,746,615	610
62,558,580	71	American Frontier, Tenn.	**40,516,626	610
62,504,471	72	State National, La.	**39,084,466	610
62,279,470	73	Guaranty Life, Fla.	**38,799,843	610
62,078,180	74	National Ins., N. D.	38,700,443	610
61,594,860	75	American Fidelity, Fla.	38,519,673	610
61,553,715	76	Carolina Home, N. C.	**38,312,478	610
61,504,471	77	Interstate Life, N. J.	**39,205,375	610
61,388,780	78	Southern Natl., Ark.	38,322,353	610
61,330,200	79	Industrial	32,321,560	620
61,287,180	80	Conger Life, Fla.	**38,008,116	620
61,254,860	81	Industrial	32,718,463	620
61,206,000	82	Colorado Credit	**37,773,338	620
60,887,900	83	Grange Mutual, Idaho	37,759,696	620
60,551,210	84	Peoples Protective, Tenn.	**37,472,474	620
60,339,000	85	Industrial	17,637,628	625
60,179,070	86	New South Life, S. C.	37,350,500	625
60,156,880	87	Old National, Tex.	37,333,648	625
60,087,900	88	Kanawha Ins. Co., S. C.	**37,233,713	625
59,851,210	89	Southland Security, Ark.	**36,857,933	628
59,639,000	90	Life Companies Inc., Va.	**36,622,608	628
59,474,480	91	Service Ins. of Ala.	**36,480,840	629
59,310,210	92	Acme Life, La.	36,296,370	630
59,249,000	93	Industrial	33,024,994	631
59,193,720	94	Union Reserve, N. D.	36,186,999	632
58,707,900	95	Union Life, Can.	35,906,403	633
58,648,600	96	Victory Mutual, Ill.	**35,346,451	634
58,525,720	97	Industrial	496	634
58,116,810	98	American Liberty, Miss.	**35,324,716	635
57,717,004	99	Continental Fidelity, Ariz.	35,271,186	636
57,361,000	100	Reliance Mutual, Ill.	**35,213,587	636
57,153,346	101	Industrial	44,214	637
57,113,720	102	Employers Life, Del.	**34,814,806	638
56,678,815	103	Educators Ins., Cal.	**34,220,334	639
56,646,421	104	Life of North Carolina	**33,971,670	640
56,430,200	105	Detroit Metro, Mut., Mich.	**33,885,000	641
56,414,882	106	Industrial	130,259,000	641
55,857,900	107	Citizens L. & C., Cal.	**33,821,538	642
55,763,700	108	Southern Natl., La.	33,818,678	643
55,490,180	109	Industrial	28,948,025	644
55,415,508	110	Western Republic Life, Tex.	**33,686,996	645
55,063,141	111	Delta Life, La.	33,686,957	646
55,000,692	112	Industrial	31,099,969	647
54,987,297	113	First Continental L. & A., Tex.	**33,629,566	648
54,563,700	114	Transport Life, Tex.	**33,622,879	648
54,490,180	115	Philanthropic Mut., Pa.	**33,480,278	649
54,415,508	116	Guarantees Res., Ind.	33,098,105	650
54,063,141	117	Industrial	640,075	651
53,987,297	118	Citizens Home, Va.	**32,936,584	652
53,568,700	119	Great Southwest, Tex.	32,729,064	653
53,490,180	120	MFA Life, Mo.	**32,712,447	654
53,415,508	121	Life Protection, Tex.	**32,507,045	655
53,063,141	122	Columbian Mut., Tenn.	32,430,568	656
52,987,297	123	Grand Pacific, Hawaii	**32,399,433	656
52,563,700	124	Reliance Natl. Life, Utah	32,001,507	657
52,490,180	125	Natl. Investors, Okla.	31,680,973	658
52,415,508	126	Fireside Commercial, La.	**31,628,690	659
52,063,141	127	United Mutual, N. Y.	31,623,704	660
52,000,692	128	Industrial	12,922,406	661
51,987,297	129	First American, Tex.	**31,417,453	662
51,563,700	130	Investors Life, Ia.	**31,173,680	663
51,490,180	131	Consumers National, Ind.	31,121,902	664
51,415,508	132	Central State, La.	31,105,196	665
51,063,141	133	Industrial	26,123,895	666
51,000,692	134	Universal L. & A., Okla.	**31,088,016	667
50,987,297	135	Great Fidelity, Ind.	30,820,120	668
50,563,700	136	Georgia Life & Health	**30,349,782	669
50,490,180	137	Industrial	1,021,857	670
50,415,508	138	Lee National, La.	**30,323,652	671
50,063,141	139	Family Security, Tex.	30,309,764	672
50,000,692	140	Industrial	26,261,876	673
49,987,297	141	Amer. Penn Life, Pa.	**30,278,133	674
49,563,700	142	Consumers Life, Md.	30,211,886	675
49,490,180	143	Ideal National, Utah	30,013,715	676
49,063,141	144	Industrial	3,504,407	677
48,987,297	145	Citizens Standard, Texas	29,682,922	678
48,563,700	146	George Washington, W. Va.	**29,661,315	678
48,490,180	147	First Colony, Va.	**29,282,101	678
48,063,141	148	Gotham Life, N. Y.	**29,214,601	680
48,000,692	149	Empire Life, Ark.	29,189,250	681
47,987,297	150	Tidelands Life, La.	29,173,331	682
47,563,700	151	Time Ins., Wis.	**28,691,590	683
47,490,180	152	Southwest Reserve, Tex.	**28,558,631	683
47,063,141	153	Domestic L. & A., Ky.	28,547,244	684
47,000,692	154	Industrial	24,083,870	685
46,987,297	155	Commerce Ins., Ill.	**28,516,409	686
46,563,700	156	Industrial	4,675,090	687
46,490,180	157	Golden Eagle, N. Y.	27,778,055	688
46,063,141	158	Swanee Life, Fla.	**27,618,310	689
46,000,692	159	Transwestern, Nev.	**27,532,965	690
45,987,297	160	Greater Mississippi Life	27,518,105	691
45,563,700	161	Industrial	14,113,591	692
45,490,180	162	First Natl. Life of Amer., Mo.	27,188,500	692
45,063,141	163	Audubon Life, La.	27,159,240	693
45,000,692	164	Amer. Republic Life, Miss.	27,089,468	694
44,987,297	165	Florida-Georgia International	**26,938,418	694
44,563,700	166	Christian Mut., N. H.	26,810,403	695
44,490,180	167	Amer. Bankers, Tex.	26,719,931	696
44,063,141	168	North American Equitable, Md.	**26,689,116	697
44,000,692	169	Industrial	12,444,589	698
43,987,297	170	Charter National Life, Mo.	**26,667,473	698
43,563,700	171	Union Bankers, Tex.	**26,540,116	699
43,490,180	172	Pilgrim Life, Ind.	**26,497,301	700
43,063,141	173	Twentieth Century, N. C.	**26,441,472	700
43,000,692	174	American Life & Cas., N. D.	26,420,794	700
42,987,297	175	Wabash Life, Ind.	26,378,338	701
42,563,700	176	Self Help Mut., Ill.	26,306,746	702
42,490,180	177	Universal Guaranty, Texas	26,248,064	702
42,063,141	178	Federal Old Line, Wash.	25,784,321	703
42,000,692	179	Industrial	25,941	704
41,987,297	180	Manhattan Mutual, Kan.	25,372,087	705
41,563,700	181	Great American, Kan.	25,298,987	705
41,490,180	182	Lincoln American, Tenn.	25,016,464	706
41,063,141	183	Natl. Life of Amer., S. D.	24,751,159	707
41,000,692	184	Citizens Natl., Ind.	24,692,535	707
40,987,297	185	American Home, S. C.	**24,631,948	708
40,563,700	186	Atlantic Southern, P. R.	24,597,458	709
40,490,180	187	Industrial	22,618,558	710
40,063,141	188	Sooner Life, Okla.	**24,317,595	711
40,000,692	189	United Security, Ala.	**24,274,261	712
39,987,297	190	Industrial	12,045,597	713
39,563,700	191	Protective Life, Ill.	24,128,554	713
39,490,180	192	Old Faithful, Wyo.	24,117,045	713
39,063,141	193	Rabenhorst Ind. Life, La.	**24,059,402	1961
39,000,692	194	Central Life, Fla.	23,956,459	1
38,987,297	195	Industrial	20,050,687	1
38,563,700	196	United Security, La.	**23,942,013	2
38,490,180	197	Cornbelt Life, Ill.	**23,835,726	3
38,063,141	198	Cotton States, Ala.	**23,626,462	3
38,000,692	199	Industrial	20,000,687	1

Figures in right hand column include industrial and group if written

Figures in right hand column include industrial and group if written	
Group Health Mut., Minn.	\$
Industrial Life, Pa.	20,709,214
Industrial	20,709,214
Western General, Tex.	**23,631,000
Western Life, Mo.	**23,533,000
Western Bankers, Utah	23,505,000
Columbia General, Tex.	**23,397,000
Capital Reserve Life, Mo.	23,311,000
American Guaranty, Ore.	**23,304,000
Sturdivant Life, N. C.	**23,105,000
Investors Ins., Ore.	23,049,000
Amer. Capitol, Tex.	23,024,000
Gulf Union, La.	**22,975,000
Sam Houston, Tex.	22,880,000
Textile Gen., S. C.	**22,710,000
Industrial	**22,710,000
Great Lakes, Ill.	21,102,037
Unity Life, Tenn.	**22,525,000
Interstate Life, Tex.	**22,371,000
New Mexico Life, N. M.	22,316,000
Emergency Aid, Ala.	**22,369,000
Industrial	**22,369,000
Home Security, Okla.	22,119,000
American Founders, Colo.	**22,058,000
Pilgrim Natl., Ill.	22,045,000
Industrial	22,045,000
Employers Life, Ala.	**22,019,000
Industrial	**22,019,000
National Union Life, Ala.	32,550
Brookings Intl. L. & C., S. D.	22,006,000
Continental Equity, La.	21,902,000
Atlantic Natl., Ala.	**21,239,000
Great States, Ill.	**21,231,000
Industrial	**21,161,000
Great Plains, Tex.	256,250
Trans-Texas Life	**21,117,000
International Life, Tex.	**21,113,000
Industrial	**20,834,000
Farm & Home, Ind.	256,928
Central States, Tex.	**20,727,000
Standard Security, N. Y.	**20,419,000
Southern Life & Sur., Miss.	**20,417,000
Capitol Co-Operative, Colo.	**20,350,000
Industrial	**20,208,000
Home Protective, S. C.	18,499,293
Arnett-Benson Life, Tex.	20,195,000
American Equity, S. C.	**20,088,000
Bankers Trust, Ariz.	20,066,000
National Executive Life, Ga.	20,038,000
New Amer. Life, Mont.	20,026,000
Standard, La.	**20,010,000
Industrial	19,745,000
Life Underwriters, La.	17,818,878
Kilpatrick Life, La.	18,960,000
State Natl., Mo.	**19,701,000
Investors Natl., Ind.	19,627,000
General Services, D. C.	19,401,000
Fed-Mart Life, Tex.	**19,192,000
Peoples Life, La.	19,124,000
Industrial	**19,100,000
Main Life, Ohio	18,878,389
Maine Fidelity	18,891,000
State Life, S. C.	**18,843,000
Allied Bkrs., Tex.	18,745,000
Family Life, Can.	**18,716,000
Professional Ins. Corp., Fla.	18,707,000
Jacob Schoen & Son, La.	18,374,000
Chesapeake Life, Md.	18,336,000
Alabama Natl. Life	18,308,000
Southern National, Tex.	18,165,000
Howard Life, Colo.	18,114,000
Thurston National, Okla.	18,055,000
Southern Christian, Okla.	17,951,000
Western Reserve, Colo.	**17,884,000
South Atlantic, Fla.	**17,852,000
Savings Life, La.	**17,725,000
Standard Union, Ala.	**17,638,000
Sovereign States, Tenn.	**17,606,000
Bankers Fidelity, Ga.	17,539,000
Admiral Life, Minn.	17,484,800
Lincoln Mut. L. & C., N. D.	17,451,000
National A. & H., Pa.	15,932,205
Industrial	15,932,205
Moth Life, La.	**15,321,172
Investment Life & Trust, S. C.	11,931,032
West Virginia Life	**15,800,700
Liberty, L. & A., Mich.	**15,272,600
Fidelity Standard, La.	**15,272,600
Atlas Life, La.	**15,112,800
Industrial	**15,092,600
First Security, Tex.	11,904,300
Christian Foundation, Ark.	11,864,200
East Coast Life, S. C.	11,864,200
Hamilton Life, N. Y.	**15,622,800
Great Northern, Ind.	16,344,300
American Buyers Ins., Ariz.	**15,314,200
Cross Country, Tex.	**15,205,300
Amer. Cas. & Life, Tex.	16,099,300
Southern Aid Life, Va.	**16,024,400
Industrial	11,931,032
Petroleum Life, Texas	15,978,400
North Amer. Assur., Va.	**15,944,300
Industrial	4,860,369
Augwood L. & A., S. C.	15,934,600
Bank Credit Life, Ark.	**15,861,500
Commercial Standard, Tex.	**15,858,000
American L. & A., Mo.	15,674,600
Industrial	2,555,362
Virginia Mut. Benefit	**15,850,700
Industrial	12,328,236
American Federal, Ala.	**15,598,600
Industrial	1,414,324
Appalachian Life, W. Va.	**15,575,400
Industrial	13,524,156
Houston-American, Tex.	**15,524,400
Illinois Mut. Life & Cas.	**15,515,600
Perpetual Security, Idaho	15,439,800
Southern Security, S. C.	**15,375,100
Industrial	10,408,510
Security L. & A., Ala.	15,366,000
Industrial	14,645,261
Union Du Commerce, Can.	**15,342,200
Western Reserve, Ohio	15,303,800
First Life, Tex.	**15,185,600
Provident Security, Ariz.	**15,174,100
Lone Star, Tex.	**15,103,100
Production Natl., Tex.	15,065,500
Protective Life, Mo.	15,049,100
Industrial ** Incl. Group	Figures as of Jan. 1, 1960

Medical Plan For Conn. Seniors Moves Along

The Connecticut senate has approved a measure backed by insurers based in the state to provide major medical coverage for senior citizens. Legislative permission is necessary to give state sanction to the plan which involves joint action by the companies.

Company committees, in anticipation of approval by the Connecticut house and then by the governor, are now at work on details of the program.

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5	5	Woodmen of the World, Neb.	154,513
6	4	Modern Woodmen of America	654,275,980
7	7	The Macabees	520,463,477
8	8	Royal Neighbors of America	451,151,789
9	10	Societe des Artisans, Can.	276,682,928
10	9	Polish National Alliance	274,708,093
11	11	Catholic Order, Foresters	239,214,007
12	13	Woodmen Circle	131,027,292
13	12	Women's Benefit Assn., Mich.	129,293,951
14	14	Brotherhood R. R. Trainmen	126,536,766
15	16	Societe L'Assumption, Can.	115,578,065
16	15	Polish Roman Cath. Union	107,917,034
17	19	Catholic Knights, Wis.	101,291,950
18	17	Natl. Mutual Ben., Wis.	99,957,506
19	18	First Catholic Slovak Union	99,939,077
20	21	First Catholic Slovak Ladies Union	89,971,277
21	20	Croatian Frat. Union, Pa.	89,260,000
22	22	Wm. Penn. Frat. Assn.	86,974,996
23	23	Degrees of Honor Prot. Assn.	82,210,789
24	24	Union du Canada	76,795,493
25	25	Protected Home Circle	71,372,829
26	26	Women's Cath. Ord., Foresters	69,838,951
27	27	Ladies Cath. Benev. Assn.	65,359,587

Total Ordinary, Industrial, Group In Force Of 713 Life Companies

Total Ordinary	Jan. 1, 1960	Jan. 1, 1961
Total Industrial	\$365,720,395,145	\$402,888,455,750
Total Group	41,863,508,123	40,675,899,750
Total All Classes	207,166,356,411	222,785,119,730
	\$614,750,259,679	\$666,349,475,203

28	29	Equitable Res. Assn., Wis.	62,467,874
29	30	Canadian Ord., Foresters	62,401,571
30	28	Western Bohemian Frat. Assn.	61,428,536
31	31	L'Union St. Jean-Baptiste	60,545,084
32	34	Sons of Hermann, Texas	59,708,733
33	32	Ukrainian Natl. Assn.	59,325,491
34	33	Gleaner Life Ins. Soc.	58,724,378
35	35	Catholic Family Life, Wis.	56,190,725

LIAMA Spring A&S Conference Draws 250 To The Windy City

(CONTINUED FROM PAGE 1)
ident in charge of agencies Occidental of California; W. Sheffield Owen, business development vice-president Life of Georgia, and Charles E. Sherer,



Rex H. Anderson



Earl Clark

vice-president and director of agencies Midland Mutual Life.

Burkett W. Huey, managing director of LIAMA, said a company's fundamental philosophy and objectives regarding health insurance are vitally related to its successful operation of a health insurance program.

"If we accept and practice these beliefs, not just as a formula for mak-

ing money, but as a fundamental attitude, then this is the best possible antidote for the Forand bill or any government invasion, the best possible climate for executing company plans," said Mr. Huey. "It will provide the best service rendered to our policyholders."

The agent who is only moderately successful is usually one with a limited understanding or belief in his product, said the speaker. Health insurance means less to him, whereas the more successful agent is almost always known for his broad understanding of the needs and creative uses of health insurance.

"It is our responsibility," he said, "to help our home office associates accept and adopt a positive attitude toward health insurance, to see that our field management force adopts and accepts a positive attitude, to integrate the health and life concept, to train and supervise our field organization, to adopt a superior product in the light of needs, social obligations and market demands, to merchandise at-

tractively to our field organization, to provide attractive and effective merchandise tools and to follow through on all of these things we do."

Robert R. Neal, general manager of Health Insurance Assn. of America, said that "we must recognize that the social and political situation today has created a challenge for all groups in the health care field. We are challenged to serve and assist the public so well that no persuasive argument can be made for having the government take over the job. I am positive that we have the means to meet the challenge and that we can meet it."

Speaking of the work of Health Insurance Council, Mr. Neal urged any of listeners who are invited to become members of HIC committees in their states to agree to serve. By working in the state programs, members can help develop a better understanding of insurance methods and objectives by the health care professions. Also, this activity may have the desired result of more effective and satisfactory financing of hospital, medical and

surgical expenses for insured patients and their families.

Cooperation by all companies to provide better health insurance coverage that will fill all needs for all ages is imperative, said Darrell D. Eichhoff, 3rd vice-president of Metropolitan Life. The health insurance industry has gone on record as being able to take care of its obligations, and these obligations must now, in all their urgency, be transmitted to the field force. If agents believe—rightly or wrongly—that the home office is slow or hesitant or unreasonable in issuing policies or that claims are not fairly and promptly processed, then the industry will be fighting a losing battle in this direction, he said.

Blending Health Insurance

Blending health insurance into the activities of life agents has worked well for Northwestern National Life, said Dan D. McLaughlin, vice-president, and agency director, but if the company were doing it over again it would do a few things differently. For one, it would make things less complicated. The company approached the problem on a programming procedure but is now focusing on simple package sales with better results.

Another change is that the company would suggest health insurance as the approach on some occasions instead of always using it as the secondary sale. Also, while the company gave credit for health insurance toward many of its clubs and toward conventions, it now would translate health insurance premium dollars into the type of production credit the life agents are used to.

Health insurance should not be used as a tool to lead to larger life sales, said Roy E. Williams, assistant super-

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UNITED LIFE AND ACCIDENT INSURANCE COMPANY

EST. 1913

CONCORD, NEW HAMPSHIRE



Write H. V. STAEBLE, C.L.U., Field Management Vice President, United Life, 2 White Street, Concord, New Hampshire

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intendent of agencies of Great-West Life. In 1957, after some 16 years in the health business during which a casualty insurance approach was used, the company began developing a program best suited to a life operation, making health a full-fledged partner in the life business. Every effort was made to make health policies and practices simple and easy to understand. The program integrated life and health practices from applications forms to compensation. Though the primary aim was not to increase life production, it appears to be working out that way.

Providing The Impetus

Charles E. Sherer, vice-president and director of agencies of Midland Mutual Life, said it was the company's sales force, particularly the general agents, who furnished the impetus that eventually moved the company into the health insurance business. It was decided to work toward a completely integrated operation with life, instead of setting up a separate A&S department.

Mr. Sherer said that if the company were doing it over again it would make the sales procedure less compli-

cated. A survey of the field force had indicated that a larger percentage of the agents were familiar with health insurance selling but it turned out that only a small percentage were really knowledgeable about A&S and how to sell it. The selling process required quite a bit of time and the general agents found it difficult to handle the training.

William Harmelin, associate general agent of Continental Assurance in New York, said there is just as much reason for business health insurance as business life insurance, though there is a shocking lack of understanding of this.

Talking on substantial health insurance production from the life agent, William C. Kendrick, district agent of National Life of Vermont, Tampa, explained how he uses the minimum a prospect must have to keep his family together and then points out the deficiency of his present insurance plan to meet this minimum requirement. When he explains to the prospect this lack, Mr. Kendrick shows the plan as it would be by increasing it to the maximum the man would like to have and then urges

the prospect to supplement what he already has in force. Mr. Kendrick said he replaces existing insurance only if absolutely necessary.

A&S Has More Appeal

It's much easier to get the interest of a prospect and get an interview by offering to discuss some new feature of A&S protection than to try originally for a life insurance discussion, said Andrew L. Wolf, Business Men's Assurance, Flagstaff, Ariz. Mr. Wolf points out to the prospect that even though he may already own a fine hospitalization plan, it probably is insufficient now because of the rapidly increasing costs of hospital treatment. When the interview takes place, Mr. Wolf quickly learns of his entire insurance picture, including that of all members of his family. He goes on with the sale, getting the signature. If he thinks a life insurance sale is possible, he tries for that. The result is that he places life insurance along with hospitalization in about 90% of his hospitalization sales interviews.

Johnny Wright, Southland Life, Tyler, Tex., also testified to the efficacy of

health insurance in getting prospects' interest where life insurance won't. "Health insurance helps me offer complete personal security to my clients," he said. "It makes me a professional man, doing a professional job."

New Equitable Family Income Provision Is To Age 55, Not To 65

The new Equitable Society sales package referred to in the April 15 National Underwriter features a family income to age 55 provision, not family income to age 65 as was reported. Equitable has had a family income to 65 provision for some years.

The new family income to age 55 provision is designed especially but not exclusively for use with the permanent adjustable whole life policy which, when issued at age 45 or under, includes an increased premium option at age 55 to make it paid up at 65. The combination has a virtually level premium yet affords a larger amount of protection in early policy years and stresses savings in later years.

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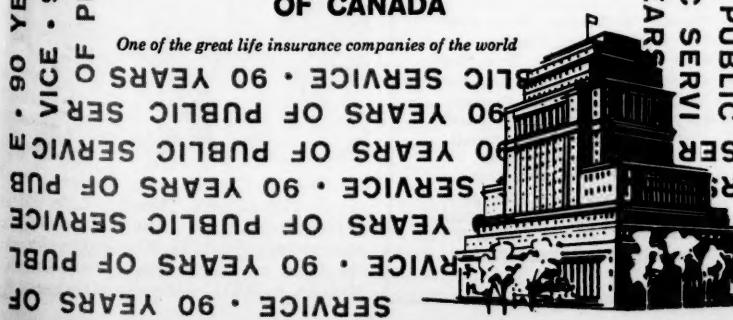
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Editorial Comment

A Good Omen For Agents' Rights

The New York court of appeals has said the final word in the Arden-Freydberg case, which is that in the specific circumstances involved, the agent who worked up an elaborate business insurance presentation only to lose it to an employee of the client who got himself licensed for the occasion could not collect damages.

The 4 to 3 vote is frustrating, because the difference of just one vote would have turned defeat to victory. But it's also highly encouraging. The closeness of the vote is a clear warning to other prospects and clients who may be tempted to deprive an agent of a case after he's taken a lot of time and trouble on the assumption that he will be the one to write the case if anybody does.

Also encouraging to agents who may become involved in similar situations are the opinions of the majority and the minority. The majority did not rule against the agent on principle. It merely held that there was not a sufficient basis to establish that an oral contract actually existed. There was also, in the court's opinion, a matter of timing. The court says that the agent's belief that the client would buy from him may have been warranted, but it was still purely subjective and fell short of establishing a cause of action, and it was not until after the plan had been devised and submitted that any assurances were given that the policies would be bought through him. Such assurances, though in the nature of promises, came too late to benefit the plaintiff, for he had already performed what he undertook to do, the majority opinion states. The agent's past performance, although rendered upon request, afforded no consideration for the belated oral promises, according to the court majority.

Thus it appears that a more definite understanding between agent and client before the work was done, even though the understanding were only oral, would have resulted in a 7 to 0 decision in favor of the agent. The lesson from the majority opinion is clear: An agent who wants to protect himself from doing a lot of work and

then having the case yanked out from under him should have an advance understanding, preferably in writing, that he will write the business if anyone does. Many agents, of course, will still prefer to take a chance on the good faith of their clients rather than risk putting the chill on a sale by pinning people down too specifically, but they should know they are doing it at their peril.

The minority opinion is particularly encouraging to agents who may face the kind of situation that Mr. Arden did. The minority holds that the record clearly discloses at least the creation of a unilateral contract, that is, a promise for an act, which became absolutely binding upon final acceptance by the defendants. In any event, the minority believes, the evidence falls clearly within the rule expressed in *Marshall vs Elliott* by the New York court of appeals: "Apart from the statutes validating past consideration for a written promise expressed in writing . . . where an act is done by one person upon the express or implied request of another, under such circumstances that the law implies a promise to pay therefor, and a promise is made after the rendition of such a service, the promise is generally held to be valid, being supported by what is often called 'a past or executed consideration.'"

The minority opinion points out that a contract may be implied from the facts and circumstances of a transaction, and the intention of the parties ascertained from their conduct as well as their expression. (*Wells vs Marn*, 45 N.Y. 327.) Quoting from *Grossman vs Schenker*, N.Y. 466, 469, the minority contends that the implication of the parties' deportment and declarations may be just as vital as the written or oral word itself.

The minority opinion quotes one of the defendants, Richard Freydberg, as having said to the plaintiff, "We are going to retain a man who is not an insurance man, who will not sell life insurance. I think your plan is good but if he doesn't think your plan is good and convinces us that your plan is

no good, we are buying the insurance from you, so don't worry about it." After that Mr. Arden's plan was bought without change or modification, but he was informed that although his plan was accepted he would not write the business. He was offered instead a comparatively small fee. The consultant apparently advised, and the defendants adopted the recommendation, that the defendants' corporation controller be made an insurance agent and that the policies be obtained through him.

Under these circumstances the three minority judges not only found no difficulty but rather found it quite equitable to at least imply a promise that the insurance would be obtained through Mr. Arden. They feel that the implication of a promise is not only evident from the initial request to work up the presentation but also from the later assurances and again by the final acceptance of the plan that was devised.

The three judges feel that the defendants placed undue emphasis on the fact that they were under no obligation to accept Mr. Arden's first proposal, early in 1956. The judges point out that although the general rule makes mutuality of obligation mandatory for a contract to be enforceable, it is certainly not an absolute requirement. Mutuality is merely one of the forms of consideration, the indispensable element without which a contract cannot ordinarily exist.

Quoting from the New York court of appeals decision in *L'Amoureaux vs Gould*, the judges note that there are many valid contracts not mutually binding at the time when, as where

A says to B, "if you will furnish goods to C I will pay for them," B is not bound to furnish them, but if he does, he may recover on the promise. This is called a unilateral contract and is defined as one in which there is a promise, the consideration exacted therefor being an act rather than a promise. The promise, though in a sense void when made, for want of mutuality, becomes binding on a performance of that in consideration of which it was made. In the case at bar, the act was an insurance plan that would solve the corporate defendants' problem. Although this may have been a somewhat vague goal, the three dissenters concede, it became quite definite and enforceable by the defendants' conceded acceptance of the plan.

So three judges of New York's top court believe that the award the trial court jury gave Mr. Arden should not have been upset by the appellate division. The other four judges decided otherwise on grounds that make it obvious that only a little more evidence of the existence of an oral contract would have caused them to side with the agent.

While the final judgment is a disappointing and expensive one for Mr. Arden, the whole case, we believe, is an important step forward in protecting the rights of agents who don't like to work for nothing. There are altogether too many cases that we have heard about in which the agent has been induced to give copiously of his expert advice and service, only to be ridden off the track in the home stretch.

We hope that the Arden-Freydberg case will be looked upon as a clear warning to other prospects and clients who might want to get agents to work for them and then deprive them of the fruits of their work. We hope also that it will stiffen the backbones of agents who may find themselves being imposed upon. Maybe they didn't think so before, but the decision in the Arden-Freydberg case shows that they have rights that can't be flouted with impunity. We hope that some agent, backed with adequate evidence of an oral contract or with a written contract expressed in an exchange of letters, will take one of these situations to court and establish even more firmly the right of an agent to write a case that he has been led to believe he will write.

There are some in the business who feel it is better to let a buyer get away with imposing on an agent's trustworthiness than to run the risk of making prospects and clients so gunshy that they're afraid to talk to an agent for fear of getting involved in a law suit if they should talk and then buy from somebody else. We don't agree. We feel the agent and his profession will achieve more respect by putting a value on his services and refusing to be imposed upon.—R.B.M.

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George Towns, Great Southern Life, San Antonio, president of Texas Assn. of Health Underwriters, is in St. Benedict's Hospital, San Antonio, recovering from a heart attack.

In the photo below are Mr. and Mrs. Glenn G. Vance, whose son, John H.



is district agent at Canton, O., of Northwestern Mutual Life. His parents celebrated their 65th wedding anniversary April 14. The father signed his first contract with Northwestern Mutual in 1901, subsequently becom-

ing a general agent with headquarters in Greensburg, Pa. In 1939, at age 71, he relinquished his general agency but has continued as a full time agent ever since.

John J. Plumb, vice-president and director of agencies of Paul Revere Life, was the speaker at the annual distinguished salesman award banquet of Western North Carolina Sales Executive Clubs at Asheville.

Robert E. Martin, section manager of electronic applications at the Provident Life & Accident home office in Chattanooga, was recently presented the governor's award as the most outstanding handicapped employee in the Greater Chattanooga area. Because of an automobile accident when he was 18, Mr. Martin is unable to walk. In spite of this, he graduated from University of Minnesota and went to work for Provident, where for five years he has been engaged in electronic system design and programming.

Deaths

RANDOLPH B. COFFMAN, 69, retired general agent of Pacific Mutual at Cleveland, died at his Rocky River, O., home. A former president of the company's General Agents' Assn., he had been with Pacific Mutual from 1931 to 1951. On his retirement, directors of the company issued an unusual resolution honoring him for "outstanding service as a general agent." Mr. Coffman was also a past president of Cleveland Assn. of Life Underwriters.

ROBERT G. PILKINGTON, 61, broker and former agency executive at Chicago for a number of life companies, died. He entered life insurance about 1932 with Equitable Society. He went with Bankers Life of Nebraska, becoming regional manager at Chicago in 1939 and general agent there in 1940. He later joined Mutual of New York as agency supervisor, and in 1943 took a similar position with Continental Assurance. He subsequently became a broker with Moore, Case, Lyman & Hubbard, general insurance agency, and at the time of his death he was with Critchell-Miller, also a general lines agency. Mr. Pilkington was a CLU.

R. G. Pilkington
R. G. Pilkington was a CLU. He later joined Mutual of New York as agency supervisor, and in 1943 took a similar position with Continental Assurance. He subsequently became a broker with Moore, Case, Lyman & Hubbard, general insurance agency, and at the time of his death he was with Critchell-Miller, also a general lines agency. Mr. Pilkington was a CLU.

DEWEY C. STEPHENSON, 60, vice-president of State Capital Life of Raleigh, N. C., died at his home following a heart attack. He had been with the company for 20 years.

GEORGE B. BUCK, 69, actuary and pension specialist in New York City, died of a heart attack in his home in Larchmont, N. Y. He served as actuary for the city of New York for 40 years until 1956. He was instrumental in establishing city retirement systems covering teachers, firemen, policemen and other employees. For many years he served on the state pension commission and was actuarial adviser in establishing the state employee retirement system and the state teachers retirement system. Since 1920 Mr. Buck had served as chairman of the board of actuaries of the United States Civil

NALU Fails To Name Schriver Successor

(CONTINUED FROM PAGE 1)

fare, its officers and personnel from the use of insurance terminology in speeches, departmental brochures, advertising, correspondence, information bulletins and the like.

However, the purpose of the National Council's appropriation, it would seem then, would be merely to study the problem of the misuse of insurance terminology in describing social security by the members of the department, the social security administration and others. When the study is completed a decision would then be made as to what further action, if any, might be taken. The study could result in the association's coming to the conclusion that there really was nothing it could do about the government's misappropriation of insurance terminology, or it could show that a suit against the government was feasible. Either outcome, or one of several in between the two extremes, is possible. When the results of the study will be available can only be estimated, but obviously they could not be presented to the National Council for its consideration until the Denver meeting.

Other Action Deferred

Another case of action deferred was a resolution by Florida Life Underwriters Assn. presented to the committee on affairs of veterans and servicemen. The resolution called upon NALU to request a congressional investigation into the matter of "certain so-called non-profit associations and mutuals, mostly underwritten by commercial insurers," that "have taken advantage of the position and support of certain officers of the armed forces to create unfair insurance monopolies." The Florida association's documentation of its charges against several named groups, insurance companies and armed services officers was unavailable at the midyear meeting and in the hands of a member of the Florida delegation who was out of town. Because of the lack of documentation and because of various objections to the resolution, both in the committee meeting and from the floor of the National Council, the resolution was referred back to the committee.

On the other hand, the group committee was given the go-ahead to engage a firm to make a professional study of association group, one which would include the areas of franchise and wholesale insurance. Group committee Chairman Spencer L. McCarty, Provident Mutual Life, Albany, in explaining the committee report, said that the study would look into such groups where the members pay all of the life insurance premium and would not include groups of multiple employers banded together in industry associations. Mr. McCarty said that he could not determine at this time when the study will be finished. He hoped it would be ready for the Denver meet-

Service Retirement and Disability Fund, which covers employees of the classified civil service of the federal government. He also served on the actuarial advisory committee under the railroad retirement act as the representative of the Railroad Brotherhoods. He was a fellow of Society of Actuaries and Casualty Actuarial Society and a member of the bar of the District of Columbia.

J. SIDNEY PHILLIPS, 24, actuary of the Iowa department, died of acute uremic poisoning. He had been ill two weeks. He had been with the Iowa department since October, 1959.

ing but a more reasonable target date might be the first of the year.

President North, New York Life, Evanston, Ill., in his council report, reviewed the work of his administration, and then went after the problem of excess lapse ratios and uncontrolled replacing of in-force business, labelling them the gravest problems in the insurance business.

Much has been said and so little done about these issues, Mr. North declared. He asked, "Does this mean that the industry is unwilling or incapable of correcting this situation? Does this mean the solution must be enforced upon us by forces outside the life insurance business? Surely determination on the part of the companies to correct this situation would result in almost immediate termination of the current unethical and costly practices which in certain sections of this country are challenging the very foundation upon which our industry has been built."

Mr. North, by indirection, suggested a possible solution to the replacement problem when he said, "Continued compensation of underwriters for replacing business at the same rates oth-

ers are compensated for creative sales constitutes approval of this practice."

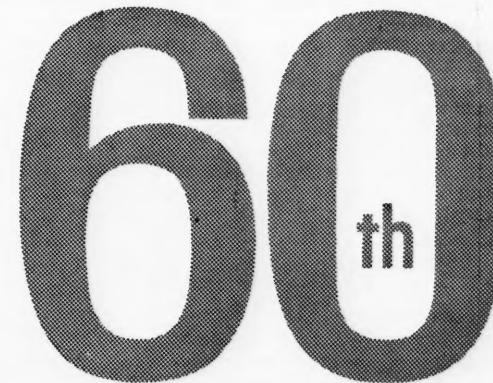
Executive Vice-president Schriver, in his twilight address to the council, hailed the creation of NALU's committee on company field relations to work with a similar committee of American Life Convention and Life Insurance Assn. of America.

While noting NALU's long-standing opposition to group limits beyond the 20/40 formula, and that the ALC-LIA Beers committee on group insurance has recommended that no further support be given to the 20/40 limit, Mr. Schriver said that many NALU members have felt the companies have let them down.

Said Mr. Schriver, "Most of the agents who oppose the abandonment of the 20/40 formula are dedicated and sincere, but it must be admitted that equal dedication and sincerity characterize every member of the Beers committee. On the whole, the Beers committee report says much that is heartening and reassuring."

Throughout his address, Mr. Schriver called for mutual understanding between the field forces and the companies in a variety of sensitive areas.

Further coverage of the meeting will appear next week.



ANNUAL REPORT
DECEMBER/1960

NEW BUSINESS IN 1960 / \$513,833,383

Since 1900, the Crown Life has successfully developed markets for its policies and services in every province of Canada, in the United States, the United Kingdom and the West Indies.

POLICIES IN FORCE / \$2,832,360,700

which includes One and Three Quarter Billion on the lives of Canadians and One Billion on the lives of United States citizens.

\$57,715,224 PAID OR CREDITED TO POLICYHOLDERS AND BENEFICIARIES

Its present building, which was specially designed for rendering efficient service to the Company's policyholders, has been further modernized this year with the first electronic computer of its kind installed in Canada.

CROWN LIFE
INSURANCE COMPANY

HOME OFFICE
TORONTO, CANADA

SIXTY YEARS OF CONTINUED GROWTH

4050

Phillips Elected President Of LIC At Annual Meeting In Florida

(CONTINUED FROM PAGE 1)

with member companies having \$72 billion of life insurance in force in 57 million policies, R. Howard Dobbs Jr., president Life of Georgia, stated in his report as president. This business is serviced by 70,000 field men and 27,000 other employees, and backed by \$10 1/2 billion of assets.

The administration year was a relatively untroubled one, with none of the hectic emergency sessions caused by the federal income tax revision question in previous years.

Although the inflationary trend leveled off somewhat in 1960, consumer prices rose to a new peak. There is no promise of a downturn and further price spiraling must be resisted, he stated.

The debit agency system, developed to sell, conserve and service life insurance in a mass market, is continuing to accomplish these purposes effectively, with about half of all policyholders owning life insurance on a debit basis. There has been a great growth of monthly premium ordinary sold on a debit basis and an increasing percentage of the total ordinary insurance sold is being sold by debit agents.

The study of public attitudes made by LIAMA and LUTC shows that debit agents have a higher degree of public acceptance than do exclusively ordinary agents. A portion of the study underscores the fact that the debit system offers tremendous opportunities to expand the ownership of life insurance.

The same survey reveals that the major motive of most people for buying life insurance was protection. Among the low income group, protection is frequently equated with the

payment of burial expenses. Much of the public, it appears, thinks life insurance a good thing, but only has a vague idea of what insurance can do and how much is needed.

The ability of the agent to communicate to the public the many-faceted values of life insurance must be increased, Mr. Dobbs said. The sights of the public must be raised and the task is formidable.

Life insurance is in a "buyers market" and is experiencing strong competition as a means of saving. Competitive forces are in an all-out effort to give the public what it wants. Life insurance companies are going to have to take another look at their product and the way they are distributing it.

Many Not Informed

There is nothing better than life insurance to do the job for which it is intended, but all segments of the public may not share this belief. Many are merely not informed. Others are beguiled by more attractive proposals. Despite the great advances in many fields, it still seems to take an agent the same number of interviews to make a sale as it did back in the depression.

"Let us be certain that our product really is, in the eyes of the public, the best for the people's protection—the best thing to accomplish what they as individuals wish to accomplish," Mr. Dobbs said. This may take some redesigning, in the policy contract, in its distribution, and in the methods through which the end-product, the benefit payment, is made available.

Younger people have grown up in a managed economy over the past three

decades and it is hard to convince them that life insurance is a real bulwark for certain saving. The "economy managers" have not done too bad a job.

Few people in the 20s, 30s and low 40s fully appreciate what is involved in old age. Their concept of life insurance is linked with the idea of accidental death rather than with retirement.

Population is growing rapidly and is on the move. Debts must be adjusted to provide the best possible service at the least feasible expense. Electronic data processing is dramatic and costly. It is the policyholder, rather than machines, that must be pleased.

Company management must do its part in providing adequate health coverage for the portion of the population it serves. There are many indications of the public's wish to finance its own medical care through free enterprise, but continuously rising medical care costs make it difficult for insurance to keep pace.

Must Preserve Free Enterprise

"We must use every opportunity for financial statesmanship to uphold our nation's leadership in efforts to preserve our system of free enterprise for people who wish to feel free and to be free," he declared. "We must also be vigilant to see that we truly serve the people who yearn to build their own security to their own design."

The basic assumption of many people in high places in Washington today is that federal initiative is the key to answering the needs of consumers, farmers, business and the aged, Martin B. Williams, executive vice-president, said in his report.

"This even extends to intervention in local school and unemployment problems," he stated. "There is no mention of the role of private enterprise."

There must be more activity in political matters than in the past by the life insurance industry. Insurance executives have a responsibility to make and maintain contacts with legislators at both a federal and state level to protect the best interests of their policyholders, their companies, and the life insurance business. "You can help educate your legislators in the fundamentals of the economic facts of life and a better understanding of what life insurance really is and stands for," he said. This is an individual job which no association can do.

Membership stands at 91 companies and the state of the conference is good, he reported. There is not outstanding indebtedness.

Mr. Williams said that it was the fifteenth time he had been privileged to report on conference activities and

he gave a brief resume of the growth and progress enjoyed by the conference in that time.

In recognition of his 15 years of service, President Dobbs presented Mr. Williams with a color television set.

Both of the forums for a discussion of company problems of all kinds were well attended. The forum for the smaller companies was so well attended in the past that a similar session for larger companies was set up this year for the first time.

Basil L. DeWitt, president National Standard Life, was moderator at the session for the companies having under \$5 million industrial receipts. He was assisted by R. C. Collier, president Mutual Savings Life, Lloyd A. Brewer Jr., agency vice-president Equitable Life, D. C., presided at the session for companies having over \$5 million industrial receipts.

A company management panel composed of company presidents assigned the topic "What's Bothering You?" proved to be an absorbing session of general interest. W. R. Lathrop Jr., Southern Life & Health, was moderator. The members were J. T. Acree Jr., Lincoln Income; W. T. Leith, Peoples Life, Washington, D. C.; T. C. McCullough, Union National, La., and L. F. Lee Jr., Peninsular Life. Other participating included H. T. Anderson, Bankers Health & Life; Eldon Stevenson Jr., National Life & Accident; J. M. Bates, Home Security; W. H. Keck, Coastal States, and H. C. E. Johnson, Interstate Life & Accident.

Tells Of Competitors

The real life insurance competitors are not other life insurance companies, but the manufacturers and producers of automobiles, household appliances, and other products and services which people "want" for many reasons, John L. Briggs, vice-president and director of public relations Southland Life and president of Life Underwriters Assn., pointed out.

"Our job," he said, "is to make the need of insurance develop into a 'want' stronger than that which might influence a purchase from our competitors." A conscious, constant and well planned company communication activity will provide assistance to the sales and other departments of a company.

Most company communication jobs must be done by the individual companies so that their own agents and employees may succeed in providing service to the many publics they desire. Others cannot be depended on to do the job for the company. Despite the fine public relations work done for the entire industry by Institute of Life Insurance, it cannot meet individual company responsibility to agents, employees, policyholders and beneficiaries, Mr. Briggs stated. "Statistics prove that the time to stop advertising comes only when plans have been made to go out of business."

The basic ingredient of all communication is people. "People must receive our messages as we planned them to be understood for any desired results. Our messages must make people want to listen to or read our communications as well as accept the meaning of them as intended."

The ultimate objective of good public relations for any company is to win friends for the company. This is simply "horse sense" and a sound business practice. Basically, the standard for good public relations is "good behavior," which is definitely a management responsibility springing from company policy.

A public relations unit assigned re-

WANT ADS

Rates—\$22 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

WANTED: CAPABLE AND QUALIFIED AGENCY DIRECTOR

to produce within his first year a minimum new life premium of

\$100,000.00

If you can convince us that you can accomplish this, and can keep on adding new business, you will be given a salary of

\$15,000.00

AND many other benefits, including a most attractive and profitable incentive bonus.

Many exclusive plans in a modern, competitive portfolio. Domiciled in Connecticut, now licensed in 11 states.

Give details in reply to X-51, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

DIRECTOR OF AGENCIES

For 3 year old full, legal reserve company, marketing specialized policies. Man we seek must be capable selling Franklin PPIP, Mid-western United, or other similar type policies. Board of Directors sincerely interested in building top quality company.

We expect man to sell, hire and train agents, inspire organization by voice and example.

Generous salary, Blue Cross-Blue Shield Life Insurance Program, opportunity for stock option, based on results, plus advantage of living and raising family in Phoenix.

Write P.O. Box 7217, Phoenix, Arizona.

AGENCY DIRECTOR

Excellent opportunity with local Hawaiian company. Mature, aggressive, married man with at least 5-8 years experience in management and supervision. Write X-79, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE COMPANY WANTED

Large non-insurance company desires purchase medium size stock life company for purposes of diversification. Prefer admission substantial number of states. Will recognize brokers but prefer direct contact with owners. Interested parties please write X-81, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

We are seeking a life company desiring to enter the Fire and Casualty field. We have executive personnel with many years of experience in organizing and managing Fire and Casualty Companies. Let us organize and manage your company. Write X-85, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

WANTED—A&H SALES MANAGER

Experienced manager to establish sales department writing loss of time, hospitalization, major medical coverages for aggressive Mid-western life company. Opportunity unlimited. Send qualifications, compensation arrangement. Reply held in strict confidence. Write X-82, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

AVAILABLE

Sales manager and consultant on pension and profit sharing plans desires new opportunity, preferably west coast area. Several years experience in all phases of insured and trust fund plans and other forms of employee benefit plans. Minimum compensation, \$13,000 plus. Write to X-87, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

CONSULTING PENSION ACTUARY

Midwestern firm of consulting actuaries desires man, age 27-35 with several society exams passed and some pension experience, to supervise its employee benefit plan operations regarding pension plan valuations, report writing, plan design. Our employees know of this ad. Write to X-77, National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

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XUM

sponsibility for good company communications in all forms is recognized to be of company-wide assistance as a management function with sufficient status to operate effectively in the interest of the entire company. In comparison with other industries of similar size and widespread contacts with people, life insurance is still far behind the field.

Mr. Briggs said there are some fundamental steps which must be considered before a complete company communications program can be planned. Management policy must be determined on the basis that business must be profitable, serve the public interest and can contribute to the advancement of our aspirations as a nation. The program must have an established principle of organization to set forth its functions as clearly as possible. There is no magic formula for the organization of a public relations department; the important thing is that one be set up with a means for coordinating all company communications activities.

Tell Cardinal Principle

A cardinal principle should always be kept uppermost, "that our actions always speak louder than our words. We should, therefore, be concerned with thinking of things to do rather than things to say," he declared.

Life Advertisers Assn. is preparing a handbook on company communications. It also has other handbooks covering material on advertising, sales promotion, employee relations, publicity, and personal public relations.

The public cannot be misled regarding the unique advantages of permanent life insurance if it understands clearly that this is the only way to guarantee the financial protection it

provides and make it available when it is needed, Blake T. Newton Jr., executive vice-president Institute of Life Insurance, asserted. There is only one prescription that will insure an understanding that term insurance "is a sort of a patch and not a program;" only then may we be sure that the public realizes the self-styled terms experts "are talking through their collective hats."

Involves Four Things

The prescription involves four things (1) that we in our business not claim to have the answer to all the ills that flesh is heir to; (2) that we throughout the business sell guaranteed protection as our primary service and constantly proclaim that the only way to be sure it will be available when it is needed is through a program of permanent insurance; (3) that we be sure our clients understand their contract is a service contract, not a banking arrangement with another name, and (4) that we publicize these facts to the limits of our capacity and to the end of fuller understanding, he said.

Life insurance men must be responsible for seeing that the public has every opportunity to know and understand these things, rather than what they may have been led by others outside of the business to believe about life insurance.

"We must delegate to habit the irritating little details which take time from that available to us for productive effort," Bill Gove, sales consultant, Coral Gables, Fla., stated. Fifteen minutes a day devoted to study and self-improvement amounts to 11 full days in a year. Only 30 minutes a day so spent just doubles the time spent to such advantage. Habit becomes a dimension of time.

Stick to the benefits, ask for action, get them to do it now, make them be glad they bought, he advised. "Get across to him that I have an idea to help him grow, help him to be better."

He cited the "common denominator of success" of A. E. N. Gray that "successful men do the things that failures don't like to do. He put his ideas across in a dynamic and witty manner.

Thurmond Gives Warning

Pointing out that government spending now accounts for 43% of disposable personal income, Sen. Strom Thurmond of South Carolina, challenged the American people to draw a clear line between public and private spending. He warned that "freedom's destiny hangs on its proper placement." The steadily increasing proportion of personal income spent by the government is not principally attributable to the defense effort. He took issue with those who propose that public expenditures be increased at the expense of private spending for consumer items.

Vigorous action is required and each citizen should contact his Congressman and Senators to express his opposition to the trend toward more public and less private spending.

While the Communist bloc regards the United States as its deadly enemy, we must continue to negotiate with the communists because the only alternative is war, Rear Admiral William Mott, judge advocate general of the navy, declared. Our national leaders would like to think the people of the country are behind them in making their decisions, he said.

The two most important documents on Communist thinking since the manifesto of 1848 were the manifesto issued after the Moscow meeting of the representatives of 81 Communist nations

last November and Premier Khrushchev's speech interpreting the manifesto.

The manifesto has been described as a declaration of unrelenting warfare against freedom by American observers. Adm. Mott cited American and British leaders to the effect that Soviet agreements will not be kept. He quoted Winston Churchill and Franklin D. Roosevelt, showing how they had changed their points of view in their initial beliefs that the Communist world could be relied on.

Certificates in the annual contest for the best company publications in various categories were presented by President Dobbs at the annual banquet. They were: Union National Record, mimeographed weekly; Interstate Life & Accident Interstate, printed weekly; Progressive Life, N. J., Review, mimeographed monthly; American National Star Bulletin, multilith or offset over \$5 million industrial receipts; Republic National Operations HO, multilith or offset under \$5 million industrial receipts; Life of Georgia Log, printed monthly over \$5 million industrial receipts; Empire Life & Accident Broadcaster, printed monthly under \$5 million industrial receipts. All of the publications entered were attractively arranged in a display prepared by J. M. Locke, Gulf Life, LIC

publications chairman.

Memorial resolutions for members who died in the past year were presented by Y. W. Scarborough Jr., Atlantic Coast Life. They were C. R. Clements Sr., National Life & Accident; O. R. Dobbs Sr., C. C. Hewitt, H. C. Jackson Sr., and E. Cody Laird, Life of Georgia; G. R. Jordan, Republic National; Joseph Sanders, Equitable Life, D. C.; Dr. W. E. Thornton, Lincoln National; A. J. Mims, Durham Life; J. B. Boyer, National Accident & Health; V. W. Pfeiffer, American National, and J. T. Rohm, American United Life.

Life & Casualty had the largest individual company delegation with 24, followed by Independent Life & Accident with 10.

The nominating committee report was given by E. H. Mears, president Union Life of Richmond.

Golf tournament winners were: G. R. Jordan Jr., Southland Life, low net, and R. S. Smith, Connecticut General, low gross. The ladies awards were won by Mrs. V. W. Forkel, Hooper-Holmes Bureau, low net, and Mrs. J. H. McCary III, Southern Life & Health, and Mrs. F. G. Shepard, American United, who tied for low gross. The awards were made at the banquet by J. R. Anthony Jr., Suwannee Life, activities chairman.

ACTUARIES

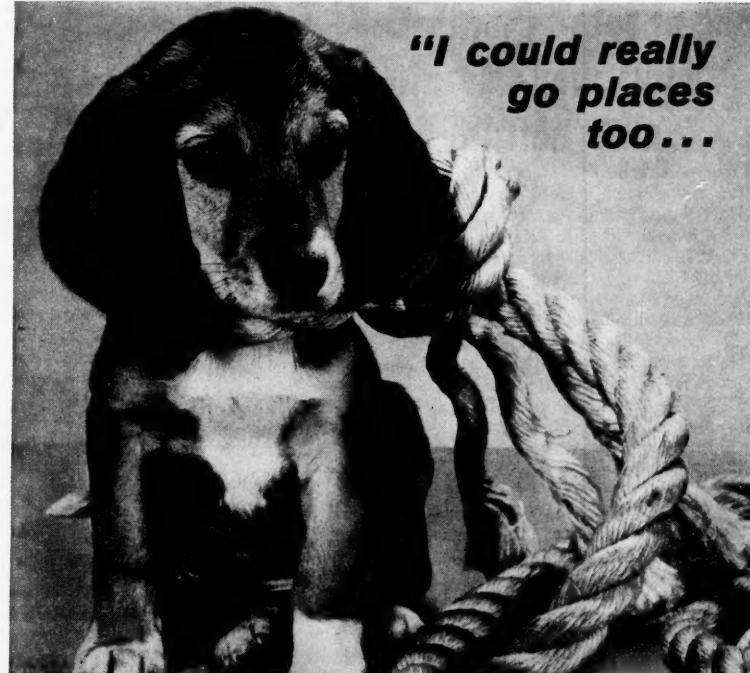
Alvin Borchardt & Company
CONSULTING ACTUARIES
= AND =
INSURANCE ACCOUNTANTS
Detroit Atlanta

BOWLES, ANDREWS & TOWNE, Inc.
ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
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PORTLAND DALLAS MIAMI

Haight, Davis & Haight, Inc.
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E. P. HIGGINS & COMPANY
Consulting Actuaries
Auditors and Accountants
Pension Consultants
Course Building Philadelphia 6, Pa.

HARRY S. TRESSEL & ASSOCIATES
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... with the right opportunity"

Ambition is not enough, we must have the right opportunity and friendly assistance when it is needed. We believe the warm spirit of friendliness and cooperation NFL maintains with field associates is one main factor contributing to National Fidelity Life's 44-year record of achievement. Even during our present period of accelerated expansion, NFL continues this policy of personal assistance we consider basic to the development of a growing, dynamic organization. Your opportunity for success may be greater with NFL, where we help each other attain our personal goals.

NEW POSITIONS are being created for Salaried Supervisors and General Agents.

FULL LINE that gives unlimited flexibility in Life, Group, A&H, both Par and Non-Par.

LIBERAL CONTRACTS offering you top commissions, salaries, bonuses, and expenses.

Remember, NFL cares about you and your future—move forward with NFL

Write: Vice President Kemp W. Wood



In response to many requests, we have made available 8" x 10" reproductions of the photograph illustrating this ad. Just write us, on your letterhead, no charge, of course.

One of the Nation's Strongest by Any Standard of Comparison

National Fidelity Life INSURANCE COMPANY • KANSAS CITY 6, MO.
W. Ralph Jones, President

As of April 4, 1961

Massachusetts Mutual will not
accept cases involving either
GROUP or FRANCHISE
coverage for associations
of individuals.

This decision is based on our belief that
underwriting such cases is not in the best
interests of the insuring public, our agents,
or our company.

MASSACHUSETTS MUTUAL *Life Insurance Company*

SPRINGFIELD, MASSACHUSETTS • ORGANIZED 1851